

PRINTERS' INK

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VOL. CXLII, No. 5

NEW YORK, FEBRUARY 2, 1928

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B. A. I. S. 1926 with N. W. Ayer & Son

*"And he shall have but a penny a day
Because he can't work any faster"*

AND why can't he work any faster? Because, just let him say "life insurance" and you send word you are in conference, or you're out, or you can't see him today. You run away from him. And incidentally you run away from one of the greatest forces that any man can employ and put to work for himself. You've heard somebody say, "You have to die to win," and that idea possesses you. Too bad you didn't first hear somebody say, "Live or die—you can't lose." For that's the straight of it.

And that's the simple truth we're telling in the advertising of our client, The Penn Mutual Life Insurance Company of Philadelphia. The truth about life insurance, even when casually told, is interesting. It can be made as fascinating as a romance.

Introduced to business men in trains, on trolleys, in their offices and homes by friendly newspapers, The Penn Mutual chats about a man's closest interests, business, home, mortgages, investments, children, education—and "I've got to die to win" never enters anyone's mind.

N. W. AYER & SON
ADVERTISING HEADQUARTERS, PHILADELPHIA
NEW YORK BOSTON CHICAGO SAN FRANCISCO





"Sell and Repent"
Reg. U. S. Pat. Off.

THIS quaint character is perhaps the oldest known trade-mark in America's textile trade. It is the family brand for Butterfield Fabrics—established 1837. In 90 years, Fashion's whims have swept aside mohairs and "wigans" but the "little fat man" trade-mark and the cryptic legend still identify *tissues of the mode*—Normandy Voile, Lingette, and now—Light o' day. Advertising for Fred Butterfield & Co., Inc., is created on the Interrupting Idea principle by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

Issued weekly
Publisher, June 29, 1892
Vol. CX

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLII

NEW YORK, FEBRUARY 2, 1928

No. 5

Nine Ways to Answer "Your Price Is Too High"

These Sales Arguments May Be Valuable to Those Manufacturers Who Desire to Keep Out of the Price Wars That Appear to Be Imminent in 1928

By W. L. Barnhart

Resident Vice-President, National Surety Company

THERE is every indication that the question of price may loom larger on the 1928 selling horizon than it has for several years past. In a number of industries the first gun of the sales war for the new year was the announcement of radical cuts in price upon the part of certain manufacturers who are evidently planning, chiefly through a price argument, to secure a larger percentage of the total volume of business in 1928 than in any previous year.

Naturally, those sales managers who manufacture a quality product and sell at a legitimate price and who have no desire to indulge in a ruinous price cutting war are searching for means of selling their goods in their accustomed volume, despite the onslaught of the price sellers.

When the editor of PRINTERS' INK asked me to give a summary of "Some of the Arguments Salesmen May Use to Prove a High Price to Be Low," he doubtless had in mind the experience one of our specialty departments has just had with price cutting in its most virulent form—an experience now happily terminated, but which, while it lasted, was the cause of a great deal of anxiety. It surely caused us to make a complete and exhaustive study of every available means of meeting cut-price competition.

Perhaps there is no product involving so much difficulty in a competitive price battle as a surety bond, for the bonds of all companies are practically identical, word for word, and in these days of extremely efficient State insurance departments, most of the companies that can secure the required permits to do business in all the States are of a substantial character. Therefore, it is much more difficult for us than for a manufacturer of a commodity to prove that the price cutter's product is inferior and that ours is "the better buy," even at the higher price.

Yet over a period of several years, during which a competitive condition placed on the market a bond which was word for word the same as ours, written in a strong company at large discounts from our prices, our salesmen were not only able to hold 95 per cent of that business which was attacked, but they also produced the largest increases in new volume in the history of that department of our business.

In the careful analysis of the whole situation which enabled us to meet the attacks of the price cutters, methods of maintaining prices in hundreds of lines and industries were studied and the most successful plans were adapted to our use. In general there are nine fundamental methods of prov-

ing a higher price to be low, either in case of low-price competition or when the price question appears to be holding back the sale. They are as follows:

1. Sell your salesmen the right mental attitude as regards the question of price.

This is always the first step and if you can't take the first step there is no use trying the second or the third. If you can't convince your own salesmen, absolutely and without the least flicker of a doubt, that your product is a much better "buy" at your price than the price cutter's product at his own figure, how in the name of common sense do you expect him to convince the prospect of it?

Merely telling him what you expect won't do it. Dodging the issue by never making any serious attempt to find out what is in his mind won't get you anywhere. Getting salesmen to tell you what they think you desire to hear is only kidding yourself. If you want to get anywhere against price competition you must go to a great deal of trouble to make *absolutely certain* that every salesman actually knows yours to be the better buy.

The reason so many firms fail to make any headway against price competition is that their own salesmen don't really believe that their goods are worth the higher figure. They parrot the "arguments" they have been told to use, but an argument that a salesman doesn't fully accept in his own mind is a flat dead thing that cannot well energize anybody.

In the competitive battle mentioned above, we went to great lengths to make sure all our men really believed ours to be the better buy, despite the large discounts on the competitive product. We completely sold them on this idea and we kept sending them additional material every week of the year to keep them sold. That was the most important single factor in our plan.

In order to put himself in this right attitude the salesman must be able to look at the whole matter from the customer's viewpoint, analyzing the reasons why he

would make the purchase at the higher price if he were the prospect. Too few salesmen ever learn to do this.

2. Show the salesmen additional values which more than justify the high price.

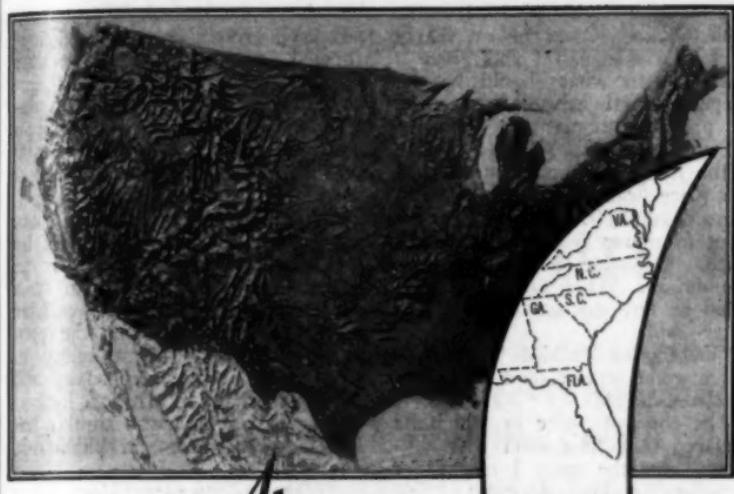
Selling at the highest price quoted usually means that the alert salesman must be able to tell his prospect several new and hitherto unemphasized reasons why his product is a better buy, even at the higher price. Thus Cyclone fence salesmen, who find themselves the high bidders on almost every industrial contract on which they figure, are trained to sell pride, beauty of appearance, longer life and the investment appeal as justification of the higher prices.

Another effective sales argument that they use relates to controlling exits and thereby preventing employees from carrying articles away or leaving the plant at odd hours. Fenced property is safer from trespassers; being kept cleaner and more attractive it creates a more favorable impression among any of a plant's customers who may have occasion to visit it, and the better the fence, the longer it will be before it may have to be replaced.

Similar added values seldom used in your salesmen's talks can be uncovered in almost any product. I once knew a sales manager who offered a \$50 prize to the salesman who could furnish the longest list of values to be gained from the purchase of his product. The prize was won by a salesman who listed more than fifty different values in the single article. Each salesman gained many good selling points which he could use in combating price competition—first in writing out his own list to be submitted, which started him to thinking about added values, and second by comparing his list with the successful one to see how many added values he was omitting from his daily sales talks.

3. Divorce the price thought from the salesmen's own pocketbooks.

One of the greatest troubles with clerks and salesmen is that they are prone to look at the price ques-



Along our Southern Seaboard

It is only natural that an advertiser should look first of all at the great traveled highways of merchandising—where the population is thickest. And where, incidentally, the competition is sharpest. But it must not be forgotten that wherever there is a place to live, there is a place to do business. Along the South Atlantic Seaboard you will find the clients of The H. K. McCann Company well represented—as alert and active as anywhere. In fact, a recent check showed 558 *separate communities* in these five states receiving the advertising of our clients. All in the space of one month.

THE H. K. McCANN COMPANY *Advertising*



SAN FRANCISCO

NEW YORK
CHICAGOCLEVELAND
LOS ANGELESSEATTLE
MONTREALDENVER
TORONTO

Feb. 2, 1928

Feb. 2,

tion in the light of their own pocketbooks. Once in my early days as a salesman I was given a lesson as to what should be the proper mental attitude regarding the price question.

I was attempting to sell a service to the John Wanamaker stores and the price was nearly \$1,000. In those days \$1,000 to me looked like a lot of money! So I named my price with quite a little fear and trepidation. When finally they decided to buy my goods, the treasurer said:

"Yes, we've decided to take it. It's a good service, and it doesn't cost anything!"

The tone of voice in which he declared that "it doesn't cost anything" was the same I might use in telling another salesman: "You ought to get a shine. It is a good plan and it doesn't cost anything!" To the great Wanamaker stores the purchase of a service at \$1,000 was of the same relative importance as the price I had handed the bootblack for my shine that morning.

I never forgot that lesson and it helped me in hundreds of instances to quote prices with just the proper inflection of voice, by thinking as I did so: "To them the price is of no more importance than the price of my shine."

It doesn't pay to become overawed by the thought of a high price, as a certain retail furniture salesman discovered. The buyer called him on the carpet to discover why he was not selling more of a special \$800 living-room suite. Being a wise buyer, he focused his attention on discovering the mental attitude of the salesman himself. He soon discovered that the salesman considered that \$800 was too much to pay for *any* living-room suite. A little personal talk showed him his error and he soon began to lead the entire sales force in sales of the highest-price goods.

To the man who needs the product and can use it to advantage, price is a secondary consideration. An exceedingly successful life insurance salesman never carries a rate book. When the question of rates comes up he says quietly: "I don't know what the cost will

be. I can easily look it up. I do not keep myself so thoroughly informed on rates as some because I don't think it is of such importance. The question to be determined is whether or not you have a need."

4. Teach your salesmen the right way to make your price seem small.

Oftentimes the salesman can overcome the price objection by minimizing it in the eyes of the buyer. An auto salesman was showing a low, racy sport roadster to a wealthy man, when the proprietor of the store, thinking to help the salesman, stepped up and suggested that the prospect look at another car which was similar but had less equipment and which sold for \$400 less.

"What difference does that make?" the salesman replied, while the dealer stood horrified. "Mr. Jones doesn't care any more about \$400 than I do about 40 cents. This is the car for him and the extra \$400 hasn't anything to do with it, has it, Mr. Jones?"

When the price question was put in that light, of course, Mr. Jones bought the higher price car.

A jewelry salesman was trying to sell a hand-wrought gold toilet set to a buyer from an exclusive shop in a large city. Asked the price he said nonchalantly: "One fifty." Upon which the buyer exclaimed in a surprised tone: "One hundred and fifty dollars!" The mere fact that the buyer added the words "hundred" and "dollars" told the salesman that here was a man who didn't have the right mental attitude on the price problem.

The salesman's first and most important job, therefore, was to disabuse the buyer's mind of the idea that \$150 for a toilet set might be considered a lot of money. As soon as he had convinced the buyer that many people in his city would think no more of spending several hundred for a toilet set than the buyer would think of spending the same amount for a good radio, the salesman had an easy sale for his \$150 toilet set, and another outlet for a great deal more of his high-class—and high-price—merchandise.

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Read by More Than Four Out of Five Milwaukee Families

WANTED... More Automobiles!

AND more trainloads of accessories for the rich Milwaukee-Wisconsin market—where prosperity has created a new high level of buying power for 1928!

Here you can reach practically all motorists and prospective car owners at one low advertising cost through The Milwaukee Journal—"The Motorists' Newspaper." The Journal Tour Club—first of its kind organized and the largest in the world has an annual paid membership of 40,000. More than 250,000 requests by motorists for personal service are filled each year.

Automotive advertisers used 1,409,504 lines of paid space in The Journal in 1927—328,701 lines more than in both the other Milwaukee newspapers combined!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Thorough Trading Area Coverage at One Low Cost

the retail salesmen in his department, how to use exactly the right inflection when quoting prices: "Two fifty, madam" or "it's only three seventy-five." In many of the better stores "hundreds" or "dollars" are never mentioned. They are taken for granted.

Real estate salesmen, too, have learned the knack of making high prices seem casual and quite the natural thing. It's hard to tell the enthusiast who talks so nonchalantly of "eighteen five" that \$18,500 is more than we had intended to pay. Possibly that may be one reason why so many people pay more than they intended to spend when they go house hunting.

5. Show the buyer that your price is right.

In the competitive price battle in which our organization was involved, one of our best methods was to convince the buyer that our price was the right price and that when anyone else offered anything similar at so great a discount, there must be an Ethiopian in the woodpile somewhere. As the largest surety company in the world, with more sales of this particular bond than all other companies put together, with an experience record of nearly ten years for our underwriters to base their figures on, we knew that our prices were right and we were able to prove that fact to the prospect's satisfaction. And the careful business man doesn't want to buy anything at a price that is not right. He has learned by experience that when he does so he usually finds out later that something is the matter with his "bargain."

Sometimes the reason for the price problem is that the buyer thinks he should be able to get a special price or a discount of some sort. In the early days of adding machine selling, the buyers were not so fully accustomed to having printed prices mean exactly what they said. Everybody wanted a special discount over the advertised price, which then was \$375 for one particular machine.

One salesman, encountering this objection, went around to a dozen or more of his leading customers, banks and the largest businesses

in town, and got them to give him the cancelled checks they had given in purchasing their adding machines. Then he used these actual checks in demonstrating his machine, adding them upon a slip while the prospect watched over his shoulder.

Thus in one demonstration the salesman showed each prospect that a dozen or more of the biggest business houses in town had bought and that they had all paid full price for their adding machines.

The price objection didn't come up after that for, after all, we are always ready to pay what we feel to be the right price for anything we want and if we know our price is the same as others are paying that is quite sufficient reassurance for us.

6. Help build confidence in price with names of users.

In the example above the names of prominent users helped knock out the price proposition. This method is one of the most effective a salesman can use.

A man selling a service to banks took a trip through the Shenandoah Valley of Virginia, selling each bank as he passed. As he was traveling fast and as the mails were slow, he kept the orders and checks in his sales kit till he got to headquarters at the end of the week. Happening to leave the kit open one day, he discovered that the cashier was more interested in the signed checks and orders than he was in the carefully rehearsed sales talk. The cashier knew all the other bankers of "the valley" and when he saw the signed orders and checks bearing names of men with whom he was in almost daily touch, he bought quickly, without any question as to price, for the signed checks showed that others were paying the same price as the salesman had quoted him. He was satisfied that the price was the right one.

After that the salesman held back his checks and orders for a week or ten days and by casually running through them in front of his prospect, he not only effected a quicker sale than he otherwise would have done, but he also

(Continued on page 181)

New England's Second Largest Market

In 1927

The Providence Journal

and

The Evening Bulletin

carried

24,185,615 lines of paid advertising

Year after year these influential newspapers carry the great majority of all advertising carried in Providence newspapers (74.41% in 1927) and lead in every classification, besides declining more than a half million lines of objectionable advertising.

The reader confidence and circulation dominance of these publications make them valuable media for advertisers.

Circulation 114,020 Net Paid

The Providence Journal and The Evening Bulletin have never given a premium to a single subscriber—and their combined circulation is greater than that of the other eight English language Rhode Island dailies combined.

**Providence Journal Company
Providence, R. I.**

Representatives

Chas. H. Eddy Co. R. J. Bidwell Company
Boston New York Chicago Los Angeles San Francisco Seattle

6 Per Cent—Not Business Vanity

That's What Prompted Us to Build a Forty-Story Skyscraper in Detroit

By Homer Guck

Vice-President, Union Trust Company, Detroit

[EDITORIAL NOTE: In his article "What Do You Spend on Business Vanities?" (in the January 19 PRINTERS' INK,) James H. Collins said some harsh things about skyscrapers. He accused business concerns of building these "huge ant heaps" as advertisements and said because there are so many of them, that their value as such is questionable. With the "vanity value eliminated by competition," Mr. Collins predicted that the "skyscraper sections of New York and other cities will disappear within twenty-five years. He also made the statement that tall buildings "do not pay savings bank interest on the investment, never have and never will."

Mr. Guck, who should know something about the subject, for his company is building a forty-story skyscraper, disagrees with Mr. Collins on several points. He tells why in this article.]

LIKE many beautiful women, what business spends on business vanities is just enough to make its affairs run smoothly.

The temptation to answer James H. Collins' article, "What Do You Spend on Business Vanities?" is irresistible.

There is certainly much more business vanity involved in the erection of the single-story "Greek temple" type of building, which rambles over a great floor area on extremely valuable frontage, than there would be in the erection on the same site of a skyscraper which is economically justified by the expected return on the investment.

Another question which arises in any discussion of the skyscraper is this: When is a skyscraper? The five-story building in the crossroads town might justifiably be given the name. The twenty-story building in the large city hardly earns it.

The Union Trust Company has under construction at this time a forty-story building of which our company will occupy the first fifteen stories. The rest will be rented for office space with the exception of the thirty-eighth floor, which will be devoted to an employees' lunch room and club rooms.

In planning this new building, we kept in mind first and foremost the type, height and ground area which building engineers decided after careful study would bring in an income of 6 per cent on the investment involved.

The architects studied the area of the plot of ground, 270 by 80 feet. The trust company stated the amount of money it was prepared to spend in erecting the building, \$6,000,000. From these two figures, future taxes per front foot and future depreciation and maintenance charges were carefully considered.

Then, and not till then, the height of the building was determined. The determination was based on the number of square feet of floor space required to bring in, at estimated rental prices, a 6 per cent return on the capital invested in erecting the building. The decision called for forty stories.

This is the point at which business vanity might be said to have stepped in. Because the Union Trust Company feels that its business is literally a trust placed in us by the city and citizens of Detroit, Frank W. Blair, our president, felt that the new building should be built for the ages, built not only to stand the physical wear of time, but the artistic wear of years. For this reason, the finest of materials were chosen and the architectural design was planned to make our new building an addition to the beauty of financial Detroit. But is this business vanity? Is it not more truly a perfectly justifiable pride in the responsibility that a community places on the shoulders of such a business as ours?

We feel that when a business becomes so large that a great part of the community is closely affiliated with its concerns, that business ceases or should cease to make its sole consideration that of a

Extra!

The Detroit News Gets the Hotelling Confession to Detroit Homes 30 Minutes Ahead of All Other Detroit Papers



ON the heels of the Hickman case, came the kidnapping and slaying of four-year-old Dorothy Schneider near Flint, Mich. The case mystified the world for a week. It was first page stuff all over the country. Then came the flash of the apprehension and confession of Adolph Hotelling, a respected middle-aged carpenter. Detroit got the news first through The Detroit News which published an extra that was out on the street 30 minutes ahead of any other newspaper — a tribute to the excellence of its staff and its news gathering facilities.

The Detroit News not only scooped all other Detroit

newspapers but all the other metropolitan newspapers, many of which also had correspondents on the scene. This incident, one of the most dramatic in journalistic annals of recent years, illustrates just one reason why —

**4 OUT OF 5
EVERY**

Detroit homes taking any English newspaper receive

The Detroit News

356,000 Sunday

The HOME newspaper

330,000 Weekday

Feb. 2, 1928

Feb. 2,

profit for its stockholders. It must, if it is to be worthy of continued growth and continued trust, feel itself a public institution in the sense that it must work toward the best good of its community.

Because of this basic belief, our company has sponsored the life insurance trust program which has not and will not for some years prove immediately profitable, but which has proved and will prove the means of conserving community wealth through the conservation of life insurance estates.

The Detroit symphony orchestra is one of the finest cultural mediums of our city. Our company, therefore, sponsors the broadcasting of the symphony programs.

Aviation will build Detroit industrially. The Union Trust Company has created an aviation department, with an experienced pilot in charge, and has an airplane known as the Trusty, for our officers' use. In addition, every co-operation is offered the men of Detroit who are advancing the cause of commercial aviation here.

These may be business vanities. We do not think so. They are undertaken with the sentiment very definitely in mind that they are an attempt to repay the city of Detroit in some small measure for the growth which the citizens of Detroit have made possible for us.

The business with the "me and mine" attitude that Mr. Collins so justly condemns may flourish temporarily, but it is the business that is building up the "thee and thine" attitude that is building for real permanence, building not only figuratively in undertakings for the community's advancement, but literally in "skyscrapers" scientifically planned to serve the business and the community most adequately.

L. G. Sherman, Vice-President, Walter A. Allen Agency

Laurence G. Sherman has joined The Walter A. Allen Agency, Inc., Hartford, Conn., advertising agency, as vice-president. He was formerly with the publicity department of the Aetna Life Insurance Company.

A. O. Buckingham to Direct Cluett, Peabody Advertising

A. O. Buckingham has been appointed advertising manager of Cluett, Peabody & Company, Inc., Troy, N. Y., Arrow collars and shirts, succeeding the late C. M. Connolly, whose death was reported last week. Mr. Buckingham has been for several years manager of the Los Angeles office of this company.

E. A. LaFleur, for the last six years manager of the San Francisco office of the Cluett, Peabody organization, has been elected a member of the board of directors and will have the direction of the sales of the Pacific Coast territory. He will continue the management of the San Francisco office and direct the Los Angeles office as well.

C. C. Goodman has been appointed manager of the Los Angeles office, succeeding Mr. Buckingham. For three years he has been representing the company in Southern California.

Pepperell Appoints A. B. McIntire

Allyn B. McIntire has resigned as New England manager of Barton, Durstine & Osborn, Inc., and has been appointed director of sales development in charge of advertising and market research of the Pepperell Manufacturing Company, Boston. Pepperell sheets and sheeting. Mr. McIntire will shortly leave for Europe in the interests of the Pepperell company.

G. W. Dyer, Editor-in-Chief, "Southern Agriculturist"

Gus W. Dyer has been appointed editor-in-chief of the *Southern Agriculturist*, Nashville, Tenn., to succeed the late E. E. Miller. For twenty-five years he has held the chair of economic sociology of Vanderbilt University, Nashville.

Gabriel Snubber Account to N. W. Ayer

The Gabriel Snubber Manufacturing Company, Cleveland, has appointed N. W. Ayer & Son to direct its advertising account.

Co-operative Tile Account to J. Walter Thompson

The Associated Tile Manufacturers, New York, have appointed the J. Walter Thompson Company to direct their advertising account.

"The Outlook" Appoints Blanchard-Nichols-Coleman

The Outlook has appointed Blanchard-Nichols-Coleman, publishers' representatives, as Mid-Western advertising representatives.



Home, Jimes

MORE and more in this office

we are coming to view with alarm the kind of advertising which says, "For those who feel entitled to life's better things" and is addressed to those precious homes "Where two cars are not too many." That kind of snobbishness makes us a little restive with the American experiment—and with ourselves. Having reference, if we may, to the profession.

There is a kind of intelligence which can talk to either millionaires or their minions without bending forward or backward. Standing level, this intelligence is apt to see level. It can talk about a silk hat or a candy bar without losing its perspective. As a matter of course it knows how to produce with words and line and color any desired effect from unwarranted fear to the noblest social aspirations, but it doesn't instinctively seek out the lowest emotions in the human scale and pander to them.

We aren't asking for an advertising morality. Heaven forfend. But we would like a little more sense of humor.

*The JOHN H. DUNHAM Company
Advertising*

TRIBUNE TOWER

CHICAGO

Feb. 2, 1928

Feb. 2,

It's a pretty good guide to

GRAVURE ADVERTISING

THE SCORE

(*Total local advertising in
Chicago gravure mediums
in agate lines for 1927.*)

THE DAILY NEWS .. 169,091

Second Paper 109,710

The Photograde
THE CHICAGO
Chicago's Home

Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Co.
360 N. Michigan
MEMBER OF THE I...

D
Woodward & Co.
408 Fifth Avenue
New York City

ADVERTISING VALUES

When

local advertisers, who read Chicago gravure sections and know intimately their artistic and news standards, place most of their gravure advertising in

*gravure Section
DAILY NEWS
newspaper*

AGO & E.
igan
IE I
DETROIT
Woodward & Kelly
408 Fine Arts Bldg.
OF AMERICAN CITIES

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

Feb. 2, 1928



*A*GAIN IN 1927 the Oklahoman and Times broke all their previous records by publishing 656 solid pages of Food Advertising—1,471,200 lines!

The Oklahoman and Times received 82.5% of all food advertising published in Oklahoma City newspapers.

The overwhelming choice of the Oklahoman and Times by both local and national food advertisers is based solely upon results, and any manufacturer who intends to advertise in Oklahoma City has this record to guide him.

Even a casual study of the unusually prosperous Oklahoma City market will convince any manufacturer that this area offers him an unmatched marketing opportunity that will warrant him in devoting a special appropriation and special effort in the Oklahoma City market through the Oklahoman and Times.

The OKLAHOMA PUBLISHING Co.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
The OKLAHOMA FARMER-STOCKMAN

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

"Our Dealers Are Fully Equipped to Service Our Products"

Yes, They Are!

By Ellis Parker Butler

NINETEEN years ago last October I bought the house I am now living in and immediately had all the walls and ceilings repapered in the niftiest style. The next week it rained and the water seeped through the tin roof of the two-story extension and stained the bedroom ceiling until it looked like a map of Maine in a wet season, with a few extra lakes thrown in free of charge.

Immediately I sent for a tinner, a reliable man who had been in business for years and years. He came and we went to the attic and climbed out onto the extension roof, and when he had poked at the soldered joints of the tin roof for twenty minutes he told me what the trouble was.

"This roof was put on the house when the house was built, twenty-five or thirty years ago," he said, "and what you need is a new roof—this roof is worn out."

So I told him to go ahead and put a new tin roof on the extension. He sent up four or five men and they ripped off the old tin roof, which was as sound and solid and almost as thick as a silver dollar, and they put on a new tin roof and soldered all the joints and painted it a handsome cow-red, and went away. Then I had the bedroom ceiling papered again and the next Tuesday I got the bill for the new tin roof—and paid it—and on Wednesday the rain fell and came right through the roof and ruined the ceiling again.

Now, when human beings are still as sketchy and normally as unreliable as that, how can a manufacturer believe that all his dealers are "fully equipped to service our products"? I'm afraid that the dealer, no matter how excellent his intentions, can hardly be sure he can service a briar pipe efficiently when he has to depend on hired help.

Of course, when I telephoned him, the tinner came right up to the house with his men and made everything all right. He was eager and willing to service that roof. He looked it over and told me that the trouble was with the brick chimney on the extension—the rain rained into the chimney, and the chimney was cracked inside, and the water seeped through below the tin roof and stained the bedroom ceiling. I was mighty glad to know that, and he put a tin cap on the chimney to keep the rain out of it, and waterproofed the chimney on all sides, and I had the bedroom ceiling papered again, and the next time it rained the water came through again and the ceiling looked like a map of Arkansas when the Mississippi is on a rampage.

And that's what I mean when I say I would be inclined to struggle along and tinker with the loose door of the canary cage rather than take it back to be serviced by the service man, unless I knew a lot more about the particular man who was going to do the servicing than the average manufacturer can possibly know.

ROOFS LIKE GRANDPA USED TO MAKE

Because I was not going to live the rest of my life with a leaky ceiling, you may be sure I decided that my tinner was an old noodle, and I sent for another tinner. He came and looked over the roof and fairly hooted. He said I had been a sap to let the other peel off one of those splendid old GXM-7 Charcoal tin roofs that grandpa used to make. Even dynamite couldn't hurt one of those old roofs, he said. No such tin was made anywhere.

"And here's the whole trouble," he said. "Look at this flashing around the chimney—poor job! And here are eight joints in the

Feb. 2, 1928

Feb.

roof not soldered. When I get through you'll never have another leak."

So he put on new flashing and soldered all the joints and painted the whole thing a new coat of cow red, and I had the bedroom ceiling papered again, and the next time it rained, more and better rain came through the roof and the ceiling looked like the scene of the Johnstown flood.

Perhaps you can understand what I am trying to say. If not, just ask anyone who has to employ the repairman type of labor. Is there an automobile owner who does not dread putting his car in a shop for minor repairs lest it come out with epizootic and palsy? And without the handle of the jack?

Because ever since I bought this house, nineteen years ago, tinners have been tinning the roof of my kitchen extension, and the results have been just about the same as if I had sent a strong male cook up there with a can-opener. I have had dozens of tinners up there, and they have all fixed the roof so it would never leak again, and it has never done anything but leak. The only tinner's job on that roof that did not make it leak worse than before was the young man who looked it over last October and agreed that what it needed was to be smeared with some sort of plastic cement. He never did come back. And, oddly enough, the roof has not leaked since he looked at it. But I'm not too hopeful; we have not had a driving rain from the north since he caressed the roof with the point of his pocketknife and departed out of my life forever.

But when a man has had a miserable little ten by twenty tin roof serviced four times a year for nineteen years, with never an improvement, he begins to doubt the kind of "service" he is going to receive on more or less complicated articles when the service man is only another human being. An automobile is, for example, considerably more complicated than a little slab of tin roof. Even a copper roof with gables is not quite as

complex as a six-tube radio set. I certainly would hate to have one of my great parade of tinners poke into my radio set. I don't know what would come out of it after he got through with it—Noah's flood, probably.

Recently a man purchased an expensive radio set, and the day after it was delivered the machine refused even to squeal. It did not even leak. He called up the dealer and the enterprising merchant promised to send a repair man up the next day. The repair man never showed up. The day after that, on being telephoned again, the merchant promised to send up a repair man the next day. Nothing happened. The radio set sat unsquealingly and listened to the clock tick the passing hours, but the repair man did not come. By that time the owner of the set was quite vexed; because—if you except an automobile that won't start—nothing is quite as useless as a radio set that won't radio. The owner now called the dealer and asked him to tell him as a personal favor and in confidence, as man to man, when the repair man was really going to get to his home.

BLAMING IT ON A DEAD MAN

The dealer offered a first-class explanation. He said that the repair man's father had been taken suddenly ill and had had to be rushed to the hospital, and that the repair man had felt it his duty to be at his father's bedside all that day.

About a week later the repair man finally did show up. Out of simple courtesy the radio set owner asked him how his father was.

"Father?" said the repair man with considerable surprise. "Why father passed on to his eternal home many, many years ago."

So far as that radio set was concerned the repair man might just as well have passed on to his eternal home when his father did, for he couldn't fix the machine. It was not until several weeks later, after an expert from the wholesale place was finally induced to come and examine it, that the

set was finally put into working order. And all that while the trustful radio set manufacturer was probably sitting at his desk saying "God's in his heaven, all's right in the world, and my dealers are fully equipped to service my products." And saying so in his display advertisements, too. And, possibly, fully believing it.

I have had only one trouble with radio sets, a new and better variety usually coming on the market before mine had been owned long enough to have anything the matter with it. But the one time I had trouble with the horn of a set the repair man had to send it to the factory. We have driven out in our automobile and discovered that the rim holding the tire had been little more than laid in place, the nuts having been merely screwed in place by the mechanic's fingers and not tightened. When my instantaneous-type water heater sprung a leak the repair man took a week to repair it and it immediately leaked again. I mended the leak with adhesive tape and a wad of cement, taking five minutes.

There are, undoubtedly, service men in all fields who do know their business. Our automobile battery man seems to be one of them; he knows his job, he is polite and cheerful, and his whole object in life is not to sell a new battery. He tries to keep all the batteries that are under his supervision up to the highest point of efficiency. But not all are equally good, for I have heard a friend say "Don't let Bill Blank touch your battery; he'll ruin it."

In every town you'll find men who, having bought a car or a radio or some other machine from the authorized dealer, never take it back for service after the first time, even if the service is free. They go to some other shop, often to the greasy little fellow who runs a small independent shop of his own. Many shoe dealers maintain repair departments but it is the little Italian cobbler around the corner who gets most of the repair jobs. In spite of the best intentions on his own part the dealer is almost inevitably com-

elled to think of himself primarily as a dealer. He is there to sell, and the repair work is a secondary matter.

Possibly there are, in this broad land, not a few manufacturers who refuse to put the agencies for their goods in the hands of men who skimp their service departments and who hire any sort of repair men to look after articles when they are once sold, but it would be a superhuman task to check up on all service departments all the time. It would be almost too much to ask a manufacturer to take an agency away from a man who can sell a maximum but who neglects his service department and gives it to a man who will sell less but keep his service department snap-pily efficient.

But in the long run are not people going to lean toward the makes that do supply good after-purchase service? I can easily imagine almost any of my friends saying: "Yes, I bought a Blarcome-Blitz this time. My Tilcott-Smit was first class until it came to need repairs, but that fellow Wiffus who has the agency for the Tilcott-Smit is a rotten repair man. After all, one machine is about as good as another these days, and that man Bimmer who has the Blarcome-Blitz agency knows his job. He knows what's wrong and he knows how to fix it."

If I were going to buy a baby—but I am not in the market at present, having a full supply—I would go to a doctor who had a good reputation for taking care of children's diseases, just as I went in fact. My doctor is an efficient service man when it comes to croup, fever, chicken pox, measles, whooping cough and boils. He comes when he is telephoned to, and he handles the job like an expert. I certainly would not go to a doctor merely because he had the reputation of supplying a good initial quality of baby but who also had the reputation of supplying service that left the babies wrecks at the end of a year. I don't mean to say that I would go to a dark-brown colored doctor and accept a dark-brown colored baby just

because the dark colored doctor was a good croup curer, and I wouldn't care to have a Chinese or Red Indian baby if I could get a white one, but as between doctors who supply white babies I prefer the doctor who can rightfully say he is fully equipped to service the product.

It seems to me that efficient service makes less difference when a product is in the full bloom of enthusiastic demand. When everyone is crazy to have a radio set, and must have one or perish, the service man can be quite sloppy without hurting sales to any great extent. People are going to buy radio sets in spite of everything then. But when everyone has a set, and the enthusiasm has dwindled somewhat, as all enthusiasms do, poor service is sure to drive a lot of possible buyers out of the market. There are always numbers of users who are on the verge of not buying another machine of one sort or another when the old one is worn out or out of style.

"When anything gets the matter with it," they say, "it is so hard to get it fixed, and it is so seldom fixed properly. I don't believe I'll get another."

The real prosperity of an industry often rests in selling just these 5 or 10 per cent additional buyers—the doubtful ones—and after a man has been promised efficient service and has not received it from his local dealer, no amount of promise in an advertisement interests him at all.

"Our dealers are fully equipped to service our products," he reads, and says, "Sure! I know all about that! But I know Bill Blank, too. He serviced my last one. I'll say he did!"

Then his wife looks up from her darning.

"George," she says, "I don't believe I'd buy another, anyway. We don't really need one. We can get along without it."

"Sure!" George says. "That suits me. And we'll save the money and have a tinner come and mend the roof on the kitchen extension."

Poor, poor fellow!

Frank E. Gannett Buys Hartford "Times"

Frank E. Gannett, publisher of the Gannett newspapers, has purchased the Hartford, Conn., *Times*. Mr. Gannett and his associates now own the following newspapers in New York State: the Ithaca *Journal-News*, Newburgh-Beacon *News*, Elmira *Star-Gazette* and *Advertiser* and *Telegram*, Rochester *Times-Union*, Utica *Observer-Dispatch* and Olean *Herald*. In New Jersey, Mr. Gannett owns the Plainfield *Courier-News*.

Among the former owners from whom Mr. Gannett purchased the *Times* were Everett C. Willson, Clayton P. Chamberlin, Clayton W. Rowley, James M. Linton, Clifton L. Sherman and Francis S. Murphy. Mr. Chamberlin had been with the *Times* for forty-one years, Mr. Rowley, thirty-four, Mr. Willson, thirty-two and Mr. Murphy, thirty.

There will be no change in the policy of the *Times* as a result of the purchase, according to Mr. Gannett.

The Hartford *Times* will be represented in the national advertising field by J. P. McKinney & Son, publishers' representatives, who also represent the other Gannett newspapers.

Hearst Sunday Newspapers Appoint E. M. Burke, Inc.

E. M. Burke, Inc., publishers' representative, has been appointed national advertising representative of the following Hearst newspapers: the Boston *Sunday Advertiser*, Detroit *Sunday Times*, Rochester, N. Y., *Sunday American*, Syracuse, N. Y., *Sunday American* and the Atlanta *Sunday American*.

P. P. Carney, Advertising Manager, Mennen Company

Peter P. Carney has been appointed advertising and sales promotion manager of the Mennen Company, Newark, N. J., Mennen's shaving preparations. He formerly directed the advertising and publicity of the Remington Arms Company, Inc., New York.

J. B. Taft, Secretary, Lay Agency

Jerome B. Taft, who recently joined The Lay Company, Inc., New York advertising agency, as account executive, has been elected secretary of the company. He was formerly with the Joseph Richards Company, Inc., also of New York.

Burt Cochran Advanced by H. K. McCann Company

Burt Cochran, has been appointed manager of the Seattle, Wash., office of The H. K. McCann Company, Inc. He joined the San Francisco office of this agency in 1926.

The Spirit of WILLIAM PENN

News and editorial columns of The Bulletin reflect the quiet and modest yet independent spirit of Philadelphia people.

That's why circulation has grown to 549,148 copies a day without high pressure methods...why it covers so completely a trading area of nearly 600,000 homes . . . has such convincing pulling power. Entrust your advertising messages to the newspaper nearly everybody in Philadelphia reads . . . *and everyone trusts!*

"In
Philadelphia
nearly everybody reads
The Bulletin"

The Evening Bulletin

Feb. 2, 1921

Feb. 2, 1921

NEW YORKERS SPEND \$100,691,705 (Compiled by Chamber of Commerce of U. S. A.) ANNUALLY FOR FURNITURE

Over one hundred million dollars is spent yearly for furniture among the 2,000,000 homes in the New York Market.

More than 1,500 Retail Outlets take part in distributing furniture to the largest concentration of householders in the country.

Because of the dominant position of the New York Evening Journal in the metropolitan area, Furniture Stores concentrate more of their advertising dollars in the Evening Journal than in any other New York six-day morning, evening or Sunday newspaper.



Hearst Bu.
Chicago, Ill.

DOMINANCE THAT PRODUCES SALES

The real sales producing value of the New York Evening Journal is realized and appreciated by furniture merchants located in the metropolitan area.

During the year ending December 31, 1927, the New York Evening Journal printed 1,163,357 lines of furniture advertising—over twice as much as any other New York evening newspaper.

CIRCULATION FOR SIX MONTHS ENDING
SEPTEMBER 30, 680,681 DAILY NET PAID

NEW YORK EVENING JOURNAL

*Greatest Circulation of any Evening Newspaper in America
and a QUALITY Circulation at THREE CENTS a Copy Daily
and FIVE CENTS a Copy Saturday*

Hearst Building
Chicago, Ill.

2 COLUMBUS CIRCLE
New York City

General Motors Building
Detroit, Mich.



The 9nd

LARGEST
MORNING
NEWSPAPER
CIRCULATION
IN A *Morning*
NEWSPAPER CITY

THE CHICAGO
HERALD and EXAMINER

December Averages: Daily, 407,337; Sunday, 1,146,324

National Advertising Manager—J. T. McGIVERAN, Jr.
EUCLID M. COVINGTON

T. C. HOFFMEYER

Wanted: A Nursemaid for the Careless Buyer

The Negligent or Indifferent Buyer Is Not Entitled to Legal Protection, According to This Court Decision

SOME time ago, a prominent advertising agency executive stopped in at a local haberdashery to make a purchase. "Let me have a pair of garters," he requested. The clerk reached up to a nearby shelf, pulled down a package, and handed it, unwrapped, to the agency man, who gave it an *unseeing* glance and stuck it in his pocket. (That word "unseeing" deserves italics as you will discover later on.) When he got home he found he had bought a pair of Harris garters—Paris garters, of course, were what he wanted.

Now that agency executive committed two faults. One is almost unpardonable; he forgot his calling and failed to mention a brand name when he made his purchase. However, that may be excused for the moment. It is the second fault with which we are concerned right now—his negligence in examining what he had bought before leaving the store. Harris and Paris appear to be dangerously similar. But that does not excuse his failure actually to look at what he was buying. And the reason the spotlight is being thrown on this fault is that this type of negligent buyer is the central character of a recent court decision in a trademark case of considerable importance and significance to all advertisers.

The question this anecdote of the agency man and his garters brings up is this: If two trademarks are sufficiently different—which Harris and Paris are not—to present little possibility of confusion so far as *discerning* buyers are concerned, but not so dissimilar that *careless* buyers may not be confused, ought the law to step in and give exclusive rights to the general design, color, or wording of the mark to the original user?

In other words, is it the purpose of the trademark law to protect only the *careful* buyer and simply

permit the indifferent or negligent buyer to learn from bitter experience that he had better mend his ways?

These questions are answered in a decision just handed down by the Circuit Court of Appeals, eighth circuit, in the case of The Victor-American Fuel Company, appellant, vs. Huerfano Agency Company, *et al.* The case was up on appeal from the District Court of Colorado.

The Victor-American Fuel Company has been engaged for many years in the production and sale of coal in Colorado and adjoining States. "It filed its trade-marks in the Patent Office," the decision relates, and continues: "There were several such filings, all for the same purpose and representing different kinds of labels to be pasted on lump coal, pasted on cars and wagons carrying its coal, and used as advertisements on letterheads and posters."

The Huerfano company is the sales agent for a number of concerns which produce coal in Colorado and put it on the market in that and adjoining States through the Huerfano organization. This company's trade-marks, like those of the Victor-American company, are circular labels and they are used in much the same manner. However, the court listed seven "obvious and marked differences between the labels" and while these points of dissimilarity are interesting, they are not particularly germane to the present discussion.

What is exceedingly pertinent, though, is the next remark of the court to the effect that: "The first impression gained at a mere glance, as well as the permanent and lasting one obtained from close inspection, marks a great difference in appearance between the trademarks" of the two organizations.

It should be pointed out that no claim was made by Victor-Ameri-

can that Huerfano had copied its trade-marks. As the court explained: "It is only argued that they are colorable imitations or simulations" and that they are sufficiently similar to deceive and confuse the public.

On this matter of similarity, the court ruled that since other producers and dealers in coal in this territory used labels of the same shape, and printed in the same color, "this prior use by others in the same trade would seem to exclude any right to a monopoly in the shape and color of the labels. We think the claim of colorable imitation cannot be sustained on the record."

With that disposed of, the court proceeded to a discussion of the questions brought up by the shopping adventure of the agency executive mentioned at the start of this article. The decision continues (the italics are our own):

"No *careful* inspection is required to distinguish the trademarks. *Ordinary attention* by a purchaser is all that is necessary for that purpose. One who exercises *ordinary care and caution* could not be misled and deceived. . . ."

It is the "duty of a trader," the court emphasized, "to distinguish his goods from those of his rival so that neither its name nor its dress will probably deceive the public or mislead the common buyer." However, the court continues—this time quoting from a decision handed down in the case of Allen B. Wrisley Co. vs. Iowa Soap Company, 122 Fed. 796—a trader is not "required to insure to the *negligent* or the *indifferent* a knowledge of the manufacture or the ownership of the articles he presents. His competitor has no better right to a monopoly of the trade of the careless and indifferent than he has, and any rule of law which would insure it to either would foster a competition as unfair and unjust as that promoted by the sale of the goods of one manufacturer as those of another.

"One who so names and dresses his product that a purchaser who exercises *ordinary care* to ascertain

the sources of its manufacture can readily learn that fact by reasonable examination of the boxes or wrappers that cover it has fairly discharged his duty to the public and to his rivals, and is guiltless of that deceit which is an indispensable element of unfair competition."

Apparently, then, the careless buyer needs a nursemaid, for the law does not throw protecting wings around him. Equally apparent is the fact that advertisers will save sizable sums of money that might better be devoted to increased advertising, if they will refrain from getting nervous relapses every time a trade-mark appears on the horizon which bears as slight a resemblance to their marks as Humpty Dumpty does to a movie star. In fact, it would seem logical to assume that the more advertising a manufacturer does featuring his trade-mark, the less he has to worry about other marks that are only faint imitations of his own. Even a six-year-soap wrapper when shown one.

Harvard Offers Summer Courses for Business Executives

A special session for business executives will be given by the Harvard Business School during the coming summer. This session will last six weeks and will include the following subjects: Accounting policies; business policy and the law; finance; marketing, sales management and advertising; marketing, retail store management and advertising; public utility management and economics and railway transportation.

McQuinn & Beach Add to Staff

Robert T. Cooper, for several years assistant technical production manager of the Chicago office of the J. Walter Thompson Company, Inc., and Mrs. Ruth Fisher Gragg, for three years chief statistician of the Western office of the Curtis Publishing Company, have joined McQuinn & Beach, Inc., Chicago advertising agency.

Gimbels Brothers Appoint A. A. Wells

Alan A. Wells has been appointed advertising director of Gimbel Brothers, Philadelphia. His previous connections were with Stern Brothers and R. H. Macy & Company, Inc., both of New York.

So great is the circulation,
so complete is the coverage and
so powerful is the prestige of The
INDIANAPOLIS NEWS that in 1927

447

National Advertisers*
used The NEWS
exclusively in Indianapolis

Numbered in this long list are scores of America's most successful merchandisers — keen judges of newspaper values and marketing factors who would unhesitatingly use *every newspaper in Indianapolis* were this a necessity to win this important market.

An adequate advertising appropriation concentrated in The **INDIANAPOLIS NEWS** accomplishes maximum results with minimum advertising and sales cost.

*Medical advertisers not included.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL Chicago: J. E. LUTZ
110 East 42nd St. The Tower Bldg.

NEWS 1927 circulation was largest in NEWS 88-year history

The Audit Bureau Explains Itself

Sphinx Club, Acting as Host to Advertisers and Agents, Gives Bureau an Opportunity to Test Value of Lecture on Its Work

SEVERAL months ago, O. C. Harn, managing director of the Audit Bureau of Circulations, publicly declared that advertisers and advertising agents are not showing proper interest in the work of the Bureau. It was his opinion that they should come to its annual meetings and get a first-hand story on what it is doing and what it is trying to do.

Last week, the Bureau had the opportunity to learn that advertisers and agents are genuinely interested in obtaining a first-hand story of its work, if the Bureau were to come to them instead of waiting for them to come to the Bureau.

A short time after Mr. Harn made the above assertion, PRINTERS' INK suggested that the Bureau take its story direct to advertisers and agents in a series of lectures in key cities of the country. This suggestion caught the eye of R. F. R. Huntsman, president of the Sphinx Club, of New York.

It was Mr. Huntsman's opinion that the Sphinx Club—the country's oldest advertising club—could furnish the proper audience for a test of the idea and he therefore invited Mr. Harn to address agency space buyers and advertisers on the Bureau's work at a meeting of the club scheduled for January 25, at the Waldorf Astoria. The lecture drew an attendance of over 200—a high mark for Sphinx Club noonday meetings. The great majority of those who attended were agency space buyers and advertisers.

The number of agency executives and advertisers who stayed through the lecture which Mr. Harn gave at that meeting, with the assistance of F. W. Hoffman, manager of the New York office of the Bureau, has convinced Mr. Harn that the idea has merit and should have wider application. He has arranged to repeat his New York lecture in Cincinnati and Chicago and expects to arrange meetings in other cities later. It

is now Mr. Harn's belief that he will eventually be able to establish planned courses on the use of Audit Bureau statements for agency space buyers and advertisers.

It was expected in some quarters that Mr. Harn's lecture at the Sphinx Club would deal directly with the use and application of Audit Bureau statements. He decided, however, that the first test of the lecture idea should cover the subject of the Bureau's work in obtaining the information which goes into its reports. This adoption of a more elementary subject caused no disappointment. Certain agency space buyers, who have long had more than a passing interest in the Bureau's work, declared that although the lecture had the appearance of being elementary in its nature, it nevertheless contained information which was of value to them.

In the opinion of these space buyers one of the chief reasons for their interested reception of the lecture was in the fact that it was concrete and specific.

The lecture was based entirely on the audit of a single newspaper. Each major point was illustrated by facts and figures from that audit. While the lecturer wisely avoided recounting every step in an audit of that newspaper, he nevertheless covered a sufficient number of operations to justify the lecture being labeled as a "detailed cross section of an audit."

It is expected that eventually such lectures will be entirely under the auspices of the Bureau. That is to say, the Bureau will arrange and conduct such lecture meetings on its own initiative. For the present, however, it will be necessary for the Bureau to depend upon other organizations for help in arranging meetings. It hopes that advertising organizations in a number of other cities will show the initiative and interest which the country's oldest advertising club displayed in making possible the test lecture in New York.



© THE CONDÉ NAST PUBL. INC.

A travel advertiser once said that House & Garden readers were too interested in the beauty of their homes to be good travel prospects. He has since realized that a taste for Beauty . . . whether in furniture, in clothes, or in art . . . creates an interest in its sources, here and abroad, and this, in turn, creates a desire for travel. But hundreds of advertisers of fine merchandise could have told him, long ago, that the magazine which stimulates the reader's taste inevitably creates the urge to buy. And the three great influences on American taste, and therefore on American buying, are Vogue, Vanity Fair, and House & Garden . . .

The Condé Nast Group.

In the February

Delineator

you'll find included the
announcements of

30

advertisers who did not
use Delineator last year
but who are using
Delineator this year....

While both the March
and April issues of
Delineator will be, in

advertising lineage, the largest issues we have ever published.

In 1927, Delineator made by far the biggest increase in advertising lineage of any woman's magazine of large circulation.

And there is every indication that in 1928 Delineator will surpass this outstanding record.

Feb. 2, 1928

The Detroit Times
is bought
by more people
in the city
every week-day
than any other
Detroit
newspaper---but---
you need another
paper with the Times
to cover Detroit

	1920	1927
DETROIT TIMES . . . <small>(City Circulation)</small>	5,025	251,259
DETROIT NEWS . . . <small>(City Circulation)</small>	205,911	247,154

The Times has grown with Detroit

Advertisers Suggest Change in Harvard Award Methods

Association of National Advertisers Is of Opinion That Revision of Administrating Conditions Is Desirable

THROUGH its executive committee, the Association of National Advertisers has drawn up several recommendations for the consideration of the founder and administrator of the Harvard Advertising Awards. Over a long period the awards have come up as a subject of discussion from time to time among officers and members of the association, culminating in a resolution which was adopted at a meeting of the executive committee at New York last week.

The resolution reads:

Whereas, the Harvard Advertising Awards do not command the attention and prestige which they should merit, and

Whereas, it seems evident that certain changes in the procedure and practices under which these awards are made would more nearly achieve the results intended by the founder and desired by the advertising profession, therefore be it

Resolved that the Association of National Advertisers through its Executive Committee submits the following suggestions as a basis for discussion leading to a revision of the conditions under which the Harvard Advertising Awards are made, and that copies of this resolution be submitted to the Harvard Graduate School of Business Administration, Mr. Edward W. Bok, and to the press.

The opinion is expressed that the awards have failed to command the attention and prestige which they should merit. That such is the fact, it is intimated, is evident from the number of advertisers who do not avail themselves of the privilege of entering their campaigns. In this connection it may help toward a clearer understanding if some idea is given of the number of entries made.

According to the Harvard School of Business Administration, the entries for the year 1927 were 5,000 or about the same as the number submitted in 1926. This does not mean, however, that the activities of 5,000 advertisers are judged. One advertiser submitting

a complete campaign, may enter 100 or more advertisements appearing in various mediums. This situation varies, another advertiser probably entering twelve or twenty-six pieces of copy, constituting a campaign. In addition, of course, there are the entries of individual advertisements. Therefore the number of individual advertisers represented is much lower than the number of exhibits collected for the consideration of the jury of awards when it meets.

It is the wish of the Association of National Advertisers that the scope of the awards should be extended and it recommends:

"That a greater number of entries be stimulated. For this purpose it is suggested that various advertising groups appoint nominating committees which shall function throughout the year. These committees to receive suggestions from individuals in their group and on their own initiative to bring to the attention of the Jury of Award any noteworthy advertisements or advertising campaigns which they believe merit consideration."

Other recommendations deal with the advisability of making further changes in the procedure and practice under which the awards are made. It is urged that there be gathered more facts about the objectives of campaigns entered for consideration and, it is emphasized, more facts about the results obtained from such campaigns.

While little has been issued by the administrators at Harvard regarding the methods followed by the Jury of Award, it has been stated that the exhibits of each entrant are brought to the attention of the jurors. The jurors spend from two to three days at Cambridge during which time they determine the winning entries. To

Feb. 2, 1927

Feb. 2, 1927

the end that this cumbersome task may be simplified, it is recommended that a scoring system be used as the basis for awards.

The need and the desirability of giving more publicity to the winning awards is stressed in the suggestion that the facts concerning the winning campaigns be published. In the wording of the recommendations drawn up by the executive committee of the Association of National Advertisers, further suggestions read:

"Secure more facts about the objectives and results of such campaigns as are nominated. It is suggested that trained research investigators from the Harvard Business School of Administration be assigned to this work and secure information about the objectives of the campaign and some measure of the results produced.

"A definite scoring system to be the basis for awards. A scoring system in which each qualification of the advertisement or campaign would have a definite weight would serve as a guide to entrants and others interested in advertising, and combined with the investigation suggested above, would tend to simplify the apparently impossible task of the Jury of Award and insure a fairer consideration by all members of the jury on a uniform basis.

"Eliminate the present system of monetary awards. Instead, award medals and certificates.

"Make a more permanent contribution to advertising practice and stimulate the improvement of advertising by publishing complete facts concerning the prize winning campaigns. Possibly the funds released by the elimination of cash awards might be made available to carry on the work of collecting these facts and publishing the results as case studies."

This move on the part of the Association of National Advertisers was made the week following the meeting of the Jury of Award which determined the winning entrants for 1927. The action of the association, it is stated, was not influenced by that meeting, the details of which will not be announced until February 17.

Hearst Newspaper Executive to Meet at Atlanta

The annual convention of Hearst newspaper executives will be held at the Biltmore Hotel, Atlanta, from February 20 to 22. Will C. Edwards, publisher of the *Atlanta Georgian-American*, will be chairman of the general convention meetings.

The chairman of the departmental conferences will be as follows: publishers, Will C. Edwards; managing editors, W. A. Curley; circulation managers, W. J. Harrison; display advertising, S. P. Bartlett; classified advertising, R. E. Seiler and promotion, E. M. Carney.

The regional meetings of the executives of the four Hearst newspapers in the South which constitute the Southern Publishers' Association will also be held at Atlanta on February 18.

Changes in "The Architectural Forum"

Starting with its January issue, *The Architectural Forum*, New York, appeared as a monthly in two parts: one part devoted entirely to architectural design and the other to architectural engineering and business. The overall size of this publication has been increased to $9\frac{3}{4}$ by $12\frac{3}{4}$ inches, the type page size remaining seven by ten inches.

F. E. Carson, Advertising Manager, Canada Dry

F. E. Carson has been appointed advertising manager of Canada Dry Ginger Ale, Incorporated, New York. For five years he was with the advertising department of the Goodyear Tire & Rubber Company, at Akron, Ohio, and before that was with the Franklin Motor Car Company of Boston.

Barton, Durstine & Osborn Advance F. W. Hatch

F. W. Hatch, who has been with the Boston office of Barton, Durstine & Osborn, Inc., has been appointed New England manager of that agency. He succeeds Allyn B. McIntire, whose change of position is reported elsewhere in this issue.

Sanka Account to Young & Rubicam

Postum Company, Incorporated, New York, has appointed Young & Rubicam, Inc., New York advertising agency, to direct the advertising of Sanka decaffeinated coffee.

F. H. Bartz with Steel Agency

Fred H. Bartz has been made a contact executive of the F. R. Steel Company, Chicago advertising agency. He was formerly publisher of *Best Novels*, Oak Park, Ill.

YEAR after year the Chicago Evening American has increased, by consistent demonstration of its effectiveness, its usage by advertisers. No greater evidence of its acceptance can be offered than the figures which follow, revealing the way in which the six Chicago daily papers ended the year 1927 in so far as advertising gains and losses are concerned:

Chicago Evening American

549,690 lines GAIN

Second Paper . 101,524 lines LOSS
 Third Paper . 111,779 lines LOSS
 Fourth Paper . 613,130 lines LOSS
 Fifth Paper . 633,120 lines LOSS
 Sixth Paper . 651,119 lines LOSS

(Figures include all advertising classifications)

The situation disclosed by these figures climaxes a steady growth which permits of no assumption that the high place of the Chicago Evening American, with advertisers and the advertised-to, is anything other than permanent.

National Advertising Executives

RODNEY E. BOONE
General Manager
 National Advertising
 9 E. 40th Street
 New York City

H. A. KOEHLER
Manager
 Chicago Office
 929 Hearst Building
 Chicago

W. M. NEWMAN
Manager
 American Home Journal
 1007 Hearst Building
 Chicago

F. C. WHEELER
Manager
 Automotive Advertising
 901 Hearst Building
 Chicago

L. C. BOONE
Manager
 Detroit Office
 Book Tower Building
 Detroit

S. B. CHITTENDEN
Manager
 Boston Office
 3 Winthrop Square
 Boston

CONGER & MOODY
Representatives
on Pacific Coast
 927 Hearst Building
 San Francisco

FRED H. DRUEHL
Manager
 Rochester Office
 136 St. Paul Street
 Rochester, N. Y.

KENNETH J. NIXON
Manager
 Atlanta Office
 82 Marietta Street
 Atlanta, Ga.

CHICAGO EVENING AMERICAN

a good newspaper

James C. Dayton Is Honored

"PLEASE see me. J. C. D." This brief message on letters and memos to executives of the New York *Evening Journal* has been a characteristic of James C. Dayton for many years. On the



J. C. DAYTON

facsimile of the message on the program for a good-will dinner tendered to him on January 27.

All departments of the *Evening Journal* participated in the representation of 150 executives and employees of publications in the Hearst Organization who gave testimony to their regard for Mr. Dayton with their presence. Expressions of good-will came from many prominent individuals, representative of the allied fields of advertising, including publishers, advertising agents and national advertisers. Many of these messages were thrown upon a screen where they could be read by the audience.

Among these was the following tribute from Mr. Hearst in acknowledgment of his appreciation of Mr. Dayton's long service to his organization:

"I hardly think it will be possible for me to reach New York in time to be present at the dinner to Mr. Dayton on January 27. I would, however, like to share in this expression of high regard and personal friendship for Mr. Dayton. I would like also to voice my gratitude for the great work he has done for the *Evening Journal* and in our organization in many

ways. We will all regret his going but we will at least be the better for his having been with us for the many years in which he has given his earnest and effective cooperation."

Arthur Brisbane, editor of the *Evening Journal*, delivered the address of the evening in presenting a platinum watch and chain, a token of esteem from the entire staff of the *Evening Journal*. This watch carries an engraving of the familiar request: "Please see me. J. C. D."

Arrangements for the dinner were directed by the following committee: Davison Brown, chairman; William Hobson, Fred B. Trimm, R. C. Brown, and J. P. Fallon.

Mr. Dayton on February 10 will leave with his daughter for a trip to the South. On his return, about the middle of March, it is expected that he will announce his future business plans which he has had under consideration for some time.

Relinquishes Gabriel Snubber Control to Employees

Claude H. Foster will relinquish control and retire from the Gabriel Snubber Company, Cleveland, on February 24. This action terminates an agreement made when the re-organization of the company took place on April 24, 1925. Three years from that date Mr. Foster, who is the inventor of the Gabriel horn and snubber, agreed to turn over control of the voting stock to the managing employees.

Maine Publishers Re-Elect L. B. Costello

L. B. Costello, of the Lewiston *Sun* and *Journal*, was re-elected president of the Maine Daily Newspaper Association at its recent meeting at Portland, Me. The following officers were also re-elected: Vice-president, F. R. Lord, the Waterville *Sentinel* and the Portland Maine Publishing Company; treasurer, W. B. Reed, Bangor *News*, and secretary, L. D. Flynt, Augusta *Kennebec Journal*.

R. B. Wilson Advanced by Electric Vacuum Cleaner

Ralph B. Wilson, manager of central station sales of the Electric Vacuum Cleaner Company, Inc., Cleveland, has been elected vice-president and general sales manager.



DURING 1927, THE EVENING WORLD moved into second place in Dry Goods Advertising—definite tribute to its pulling powers by the foremost group of merchants in the country.

—As further evidence of buying power, it was the only newspaper in the evening field to gain in the advertising of Women's Specialty Shops.

The Evening World
NEW YORK



Feb. 2, 1928

Baltimore
Department
Stores
place
70%
of their
lineage
in the
Sunpapers

NOTHING demonstrates the value of advertising in the Sunpapers better than that! We could fill these pages with statistics. We could list figures showing the leadership of the Sunpapers in any division you could name.

But this week—let us emphasize this one fact. The department stores of Baltimore—right on the ground, with their cash registers as an unfailing gauge—placed 70% of their total lineage in the Sunpapers during 1927!

Average Net Paid Circulation for the Month of December, 1927

Daily (M & E) 259,896

Sunday - - - 199,549

Gain of 9,216 Daily and 5,580 Sunday
Over December, 1926

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

Feb. 2, 1928

DETROIT has just had its annual automobile show.

¶

On Sunday, January 22nd, the three Detroit newspapers printed their Automobile Show issues.

¶

The Sunday Detroit Free Press printed 97,174 lines of automotive advertising in the one issue, eclipsing the second paper by 25,354 lines and the third paper by 50,330 lines.

This preference for the Detroit Free Press by the automotive advertiser at a time when advertising influence counts most in the market for impression's sake is indicative of the value placed upon the columns of this newspaper by one of the major industries of America.

The Detroit Free Press

VERREE &

National

New York

Chicago

Detroit

San Francisco



CONKLIN, INC.

Representatives

"And a Happy New Year, Mr. Freedman"

"Tiny Tim" Leary Endeavors to Set "Old Scrooge" Freedman to Rights on This Christmas Card Question Raised in the January 5 Issue of PRINTERS' INK

By Jerome V. Leary

Hyatt Bearings Division, General Motors Corporation

YOU advertise shirts, Mr. Freedman; we, roller bearings. Chasms gap between. Unless you consider that we are subtly suggesting that all the material used in Manhattan shirts be woven on power-saving, lubricant-conserving, easy-running Hyatt roller bearing equipped looms (adv.), we have no axe to grind. Yet even at this late date we sincerely trust that your Christmas season was a merry one.

Altruistic? Mayhap, but nevertheless every Yuletide glowing cheer permeates our venerable spirit, and fills our tough old heart to overflowing, and we have the unquenchable desire to call out to our business friends and even acquaintances that time-revered, hoary wish, "Merry Christmas!! Merry Christmas!!" This being a physical impossibility, we send Christmas cards.

"Perhaps your Christmas card did more harm than good." I quote from your January 5, PRINTERS' INK article ["Merry Christmas."]. Tush, tush, Mr. Freedman! That smacks of Old Scrooge. You remember his pet wail — "Merry Christmas — Bah! Humbug! If I could work my will, every idiot who goes about with 'Merry Christmas' on his lips should be boiled in his own pudding, and buried with a stake of holly through his heart. He should!"

We firmly disagree with your "perhaps" statement on the basis of the proved effectiveness of the Hyatt Christmas cards. Of course, they were a bit different, not only in size—they measure 17 $\frac{3}{4}$ by 14 $\frac{1}{4}$ inches—but in execution. Let us tell you about their success.

For three years we have used one idea which, briefly, entails send-

ing a picture each Christmas to a list of executives upon whom sales calls have been made.

You could probably guess the motif; Old English, you know—aged stage coaches, weary horses, pot-bellied innkeeper, ruddy-faced stable boys, and an inviting tavern glowing out a warm promise of blazing hearths, and steaming Tom and Jerry for the stiff, chilled Christmas travelers. That gives the atmosphere of the three mailings, and it is a poor description of the colorful card that was our first mailing in 1925.

The three prints form a series, and carry appropriate titles, to wit, 1925, "The Arrival of the Christmas Guests"; 1926, "The Squire's Christmas Dinner"; 1927, "The Departure of the Christmas Guests."

The drawings themselves were faithfully patterned after the conventional, but ever-interesting, old-time prints. They were reproduced in full colors, and struck off on a parchment-like paper. "Suitable for framing," as *The Ladies' Home Journal* might put it. Across the top a modest line of 5 $\frac{1}{2}$ point script quietly whispered "Drawn and Engraved for our Friends—Hyatt Roller Bearing Company, Christmas, 1925"; below, the same style lettering declared "This print is one of a limited edition—plates destroyed."

Sometimes we rather wish we hadn't scratched up the plates, for the mailings were a spectacular success, and for months afterward requests for additional copies came in.

A typical letter received was dictated something after this fashion: "I saw your handsome print framed in Mr. Blank's office, and would like very much to get one

for my den at home. Can you spare one?"

By the middle of January we were forced to "regret that we could not comply." We haven't even a file copy.

We have mailed about 3,500 each year. All of them had tissue flaps with our sincere seasonal wishes printed in what atrocious color combinations, Mr. Freedman? Red and green—right!

And each of these flaps provided space for the signature of an executive or salesman of this company. In this way the cards were mailed man to man, rather than in the less effective way—company to company.

Every mailing of the three years brought in several hundred replies, in spite of the fact that we enclosed no "convenient return cards" or requests for comment. Most of them said they would frame the print. One facetious recipient was glad, so he said, that we hadn't pointed out that if Hyatt roller bearings had been used in the stage coach wheels, two horsepower and much grease could have been saved.

Our Christmas cards were a success, Mr. Freedman. You will approve, we know, the fact that we eliminated selling argument where talking shop would have been bad taste, and in so doing we bolstered up the kindly feeling that our business acquaintances have for us. We also assured a little warmer reception for our traveling representatives. All of which comes under the head of bread cast on the waters.

And we assure you, Mr. Freedman, that when we're buying some of your good Manhattan shirts, we'll remember with not a little thrill of pleasure that, after all, you have "no reason not to wish" us "happiness and good cheer for the coming year."

Cosmetic Account to Weston-Barnett, Inc.

The Milky-Way Company, Inc., Chicago, cosmetic manufacturer has appointed Weston-Barnett, Inc., Chicago advertising agency, to direct its advertising account. Business magazines and newspapers are being used.

Super-Advertisers Operate on a Short Prospectus

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

NEW YORK, JAN. 18, 1928.

Editor of PRINTERS' INK:

Your articles on "Super-Advertising" are a timely ray of light on that subject.

It might be charitably assumed that advertisers who are supering their appeals are not fully conscious of all that they are doing. They may be pent up in their conceptions and operating on a short prospectus.

It may be easy for an advertiser to forget in the heat and stress of competition that the entire market is looking on with a cold, critical eye, and making no allowance for the competitive pressure.

We should remember that advertisers believe what they are saying. Why would they make such a marvelous product if it wasn't marvelous? How could they put such vast appropriations into their advertising if they didn't have all of the faith in the super qualities of their products?

The fault is not fundamental, but it is none the less a bad fault. When they superize, they do exactly what you have pointed out.

It is a kindly service to such offenders to call their attention to their offenses. It is a huge service to all advertising to expose this fault, because the competitive character of advertising would make it spread unless something is done to stop it, and such publicity will bring the remedy.

JAMES O'SHAUGHNESSY,
Executive Secretary.

A. F. Seested Heads Kansas City "Star"

August F. Seested, business manager of the Kansas City *Star*, has been elected president of the Kansas City Star Company. George B. Longan, managing editor, was made first vice-president; Henry J. Haskell, second vice-president; Earl McCollum, treasurer and John T. Barrons, secretary.

Stewart-Warner Appoints McJunkin Company

The Stewart-Warner Speedometer Corporation, Chicago, manufacturer of radios and automotive equipment, has appointed the McJunkin Advertising Company, Chicago, to direct its advertising account.

New Account for Lyddon & Hanford

The Charles R. De Bevoise Company, Newark, N. J., manufacturer of brassieres and lingerie, has placed its advertising account with the New York office of the Lyddon & Hanford Company, advertising agency.

CLASSIFIED ADVERTISERS

In New Orleans again in 1927 placed more lines of advertising in The Times-Picayune than in ALL the other New Orleans newspapers combined . . . and more separate Want-ads in The Times-Picayune than in all the others combined . . . That is the judgment of your prospective buyers on the newspaper situation in New Orleans . . .

**Classified Advertising
Linage, New Orleans
Newspapers, 1927**

	Lines
The Times-Picayune	4,308,450
Second Paper	1,990,545
Third Paper	1,246,141
Fourth Paper	1,039,302

The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.
Member Associated Press

Representatives: Cone, Rothenburg and Noee, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

Investment Bankers Not Opposed to Blue Sky Laws

The Board of Governors of the Investment Bankers Association Merely Suggested That Fraud Acts Work Better in Some Instances

FINANCIAL advertisers and investors rubbed their eyes and read the headlines incredulously recently when news accounts of the midwinter meeting of the board of governors of the Investment Bankers Association found their way into print. "Bankers Oppose 'Blue Sky' Laws," was the heading on a report in one New York newspaper. In Chicago and other cities the impression was also broadcast that the Investment Bankers Association, through its board of governors, had gone on record as opposing that body of laws enacted specifically to protect the investor and safeguard his money.

That this impression was misleading and inaccurate scarcely needs to be explained to anyone who is even remotely aware of the educational and investigatory work of the association.

What happened at the midwinter meeting of the association's board of governors was in substance this: In its deliberations the board discussed the matter of investment trusts. There had been a desire in some quarters, especially New York, to place the safeguarding of investors in this field with the banking department of the State. Regarding this proposal, the board felt that it would be more satisfactory to everyone concerned if investment trusts should come under the supervision of the fraud acts relating wholly to the sale of fraudulent securities, such as the Martin Fraud Act in New York.

Blue sky laws operate most effectively in States which are sparsely settled or made up principally of small towns, it was explained at the headquarters office of the Investment Bankers Association to a PRINTERS' INK representative. In the metropolitan city or urban area the fraud act seems to work best.

H. R. Hayes, president of the

association's board of governors, in correcting the erroneous impression created by reports of the midwinter meeting, points out that the board did not oppose blue sky laws in general as was stated widely in newspapers. It merely suggested fraud acts as affording more protection to investors against investment trust securities of a doubtful nature. The resolution passed by the board reads as follows: "Resolved, that the board of governors of the Investment Bankers Association, while approving in principle of any sound effort to protect the investor from the sale of investment trust securities of a doubtful nature, has not yet been able to convince itself that there is a legislative panacea that will assure sound management essential to the success of any investment trust; that therefore it is the sense of the board of governors that any legislation of the blue sky type would prove of questionable efficacy and that fraud acts with broad powers of investigation are probably the best means of accomplishing this protection, if properly administered."

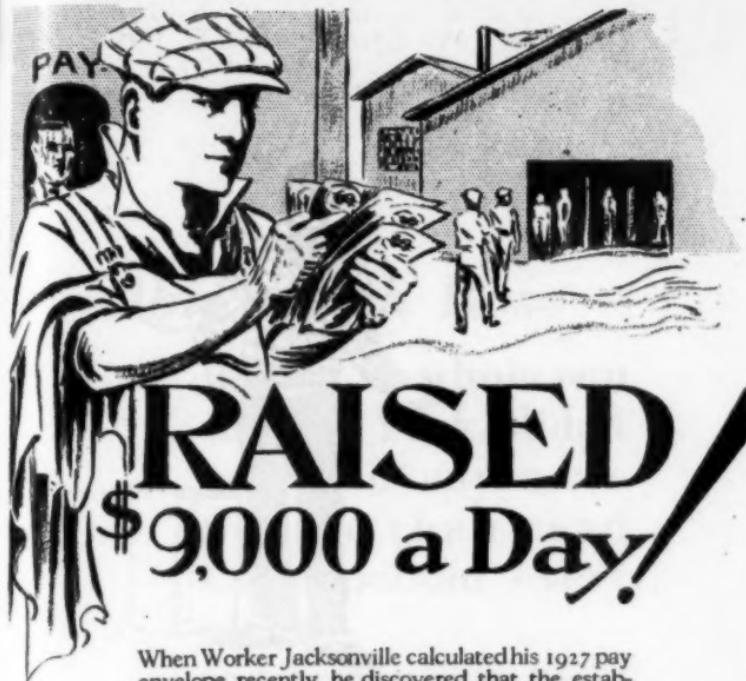
Mead-Gréde Buys Rogers & Company

The Mead-Gréde Printing Company, Chicago, has purchased the plant, leasehold and printing business of Rogers & Company, also of that city. The business will be conducted under the name Mead-Gréde Printing Company, successors to Rogers & Company, Chicago.

This reorganization in no way affects Rogers & Company of New York, which is an entirely separate firm operating under its own management.

C. B. Livingston Appointed by Robinson, Lightfoot

C. B. Livingston has been appointed in charge of the copy and plan department of Robinson, Lightfoot & Company, New York advertising agency. He was formerly with George Batten Company, and Frank Seaman, Inc.



RAISED \$9,000 a Day!

When Worker Jacksonville calculated his 1927 pay envelope recently, he discovered that the establishment of 25 new manufacturing concerns during the year had *increased* his pay more than two and three-quarter million dollars! Practically \$9,000 a day MORE to spend for the needs and luxuries which Jacksonville retailers offer.

TODAY there are in excess of 2,000 more industrial employees in Jacksonville than a year ago—2,000 more daily wants to be satisfied—to be guided and crystallized through advertising. Moreover, 25 new factories have added their administrative, executive and clerical personnel—more daily wants to be influenced, with one unsurpassed medium at your service—

The Florida Times-Union
JACKSONVILLE, FLA.



*"I wonder if we could
bribe Al Jolson*

**to mention our car
in his show?"
asks a manufacturer,
knowing that
people are in a re-
ceptive mood while
being entertained.**

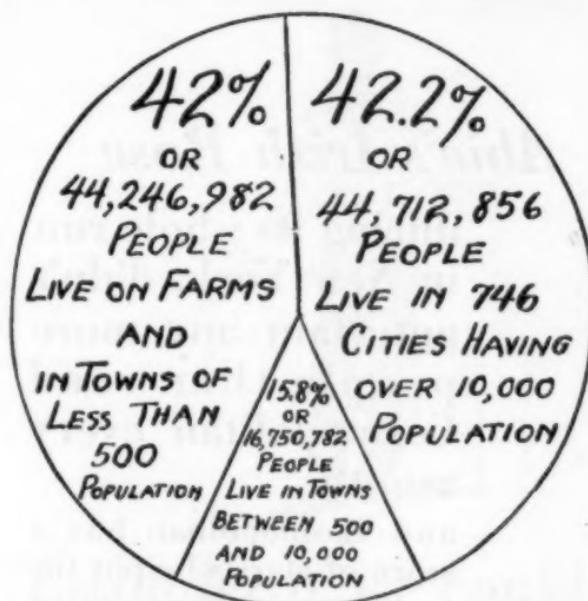
Abie's Irish Rose

during its whole run
in New York, didn't
entertain any more
people than read
Cosmopolitan every
month

and **Cosmopolitan** has a
score of stars who put the
audience in a receptive
mood.



How Big is the Rural Market?



There are as many people in the rural sections—that is in towns under 500 and on farms,—as there are in all the cities of over 10,000 population!

These people are not all farm folk but they are rural minded, live near farmers, and buy the farm way. The woman is nearly always the purchasing agent for the family.

THE FARMER'S WIFE is the only magazine in America published exclusively for farm women.

THE **FARMER'S WIFE**

A Magazine for Farm Women
Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

We Need Statistics on Acute, Not Chronic, Unemployment

Mr. Wright Agrees with Ethelbert Stewart That Such Figures Are Difficult to Assemble and Praises the Work That the Bureau of Labor Statistics Is Doing Now

By Chester M. Wright

Of the American Federation of Labor

ETHELBERT STEWART, United States Commissioner of the Bureau of Labor Statistics, has done at least two good jobs in his interesting and important letter to *PRINTERS' INK*. [“Our Uncounted Army of Unemployed,” January 26, page 33.] He has struck a solid blow at the bogey that Europe has better unemployment statistics than we have and he has shown how difficult it is to assemble such statistics anywhere.

The fact of the matter is that the United States Bureau of Labor Statistics is in many important aspects far and away in the lead of European departments or bureaus of comparable field and scope, though Commissioner Stewart did not say so and probably would not say so. He is a statistician and not a booster.

For example, this bureau is gathering statistics on the increased productivity of American wage earners, so as to discover how efficiency increases and how machinery helps to increase that efficiency. I doubt if there is any governmental department in any other government where there is as much known about this tremendously important matter as is known in Mr. Stewart's department at Washington.

It may sound cold-blooded and unsympathetic to say so, but this is at least as important as unemployment.

In addition to the two accomplishments which I have mentioned, Mr. Stewart performed another service. He punctured the notion, which has had much currency in the cloisters of the intelligentsia, that there are unemployment statistics by which we may know at any hour the volume of unemployment extant. To be sure, there

are estimates of unemployment, and Secretary of Labor Davis himself ventured one not many weeks ago, expressing the idea that there are about 1,000,000 persons permanently unemployed, or unemployed permanently. That is rated as about the stable volume of unemployment.

But that is an estimate and nothing more. It is not statistically provable or dependable and Mr. Davis did not mean, I am sure, to imply that it was more than an estimate, though perhaps a fairly good estimate.

We know there is unemployment. Every villager knows that in his village there is unemployment. It is visible. There are old men and half old men who potter around and dodger around, doing odd jobs and somehow managing to hang on. To some extent these men, typical in every village and small town, are victims of various circumstances and to a certain extent they are misfits. They never found their proper sphere in life.

UNEMPLOYMENT IN THE CITY

What is true in the small towns is just as true in the big cities, but it does not so impress itself upon our vision. The scene is too big. Small things are lost in the general landscape. But the chronic, continuous unemployment is with us always and for a great many years to come it will be with us. No matter what sort of civilization we may have, no civilization can fit all human beings. There will be human beings so unfitted to their environment, so at war with it, consciously or unconsciously, that unemployment will be the net result.

It may be decreased, but the unemployment of the unemployables, or the partially unemployables, will

be here for a long time to come, as it has been with us back beyond the memory of man and back beyond his written records.

Acute unemployment, however, is a different matter and we are learning continuously how to lower that terrible scourge that sends millions into the streets, tragically afraid of tomorrow, desperately hungry, and to a large extent naturally enough either rebellious toward or morbid about the civilization that brought this cruelty upon them.

ENGLAND'S SYSTEM

Commissioner Stewart's letter dealt with what England has tried to do in the way of out-of-work benefits and old-age pensions, and there was in his letter some hint of the difficulty England has had with this system, as well as an excellent statement of its lack of value as an index to unemployment. I imagine that if he could step out of his official position he could be much more interesting on this whole subject. It has been a tragedy to England, not only filled with such anachronisms as the coal strike situation pointed out by Mr. Stewart, where locked-out men were classed as strikers, but filled with many others, some ludicrous, some tragic. That much malinger- ing has resulted is certain. That many have refused work because their out-of-work benefit amounted to more than they could earn at work is also true. It has all been filled with proofs of the contention of American trade union leaders, which is that such systems are the last thing in the world to want, or to accept. There is something about it that reminds one of the old story about the colony the members of which lived by taking in each other's washing; though I am aware of the counter argument, only superficially sound, in which it is set forth that it is an example of the weak helping the strong, the Government acting as the agency which does the clerical work of making the transfer of strength.

All of this has little to do with unemployment statistics or their accuracy, but it does have some-

thing to do with their importance. Perhaps we ought to know how many unemployed there are and this seems to be the case particularly in times of acute unemployment. As a matter of fact it is my own conviction that acute unemployment is the only kind that is of genuine general interest and of big value. Casual, or chronic unemployment is perhaps much more a matter of misfitted, unfitted, or misplaced, individuals, while acute unemployment is a stark, savage, howling warning that something has gone radically wrong with our social system, or with our machinery of production and distribution. To have it proved in that way that something is wrong with the system that keeps all of us, that provides for all of us, that knits and holds all of us together, is much more vital than to know that there is something wrong with just a small percentage of us.

Maybe this is in reality one of the reasons why the United States Government has not made a more vigorous effort to get unemployment statistics. When the steady workers are out of work something important in industry has cracked. When those who are always more or less out of work are unemployed there is by no means that same significance.

It is when the army of steady workers is out of work that the machinery begins to get backed up all along the line, one wave leading to another. It is then that factories stop making things because people stop buying things, either because their income has stopped or because they fear it will stop. If unemployment statistics are ever to be had, let them be first of all statistics about acute unemployment and about the unemployment at any time of those who have had continuous employment.

I think it is no longer open to question that acute unemployment can be stopped, or at least reduced by a wide margin. A simple statement of why this is so is that where we used to think unemployment was the result of over-production we now view it as the symptom of under-consumption, which is just



"Dressed, shaved, and had breakfast in ten minutes"



Sometimes the catalog or booklet is not very prepossessing. It just strikes you as being all wrong. It may be dressed in poor taste. Or it may talk in rambling fashion instead of being clear and concise. Or it may remind you of the commuter who has dressed, shaved and had breakfast in ten minutes.

Be sure that your printed salesmen have the right sort of personality. You can make reasonably sure by consulting us.

**CHARLES FRANCIS PRESS
461 EIGHTH AVE., NEW YORK, N. Y.**

another word for faulty distribution. That has changed the whole situation. To correct it when we thought we saw over-production we had to slow up production, which we all know was no cure, but was an added evil. To correct it when we see it as under-consumption is quite another matter and it does not pile up evils. The business of advertising has contributed its full share to this turn of viewpoint and it has likewise contributed its share toward the stimulation of consumption, chiefly through stimulating the desire to consume.

We have opened a subject upon which a volume might be written, but there is not space for that. But, in relation to unemployment, as in relation to advertising and to every other great manifestation of our collective life, we do have a national point of view. We have to consider that. Let me illustrate briefly. In certain European nations, notably Denmark, co-operatives have flourished. They have flourished also among the wage earners of England. They have not flourished among the wage earners of the United States. The necessity for making every farthing and penny count to its utmost in low-wage countries made the co-operative an agency for more life. Hands never too full of bread reached for it. American wage earners, by and large, have never had that necessity for small economies and so co-operatives among our wage earners have been, generally speaking, something about which the reformers preached a great deal and which the wage earners let alone.

We are, as a nation, bent upon driving ahead, plunging ahead pretty blindly at times, taking risks that would appal workers in other nations, letting the bad luck take care of itself when it came, and following this bent even to extremes. But it is our bent—our national manner of thought. Where the out-of-work man in England looks for his dole, the average American looks for another job and takes it out on whatever happens to be nearest if he

don't find one quickly enough. He has not the slant for paternalism. He may, if he is a union man, raise the deuce with his business agent, but he hasn't yet thought much about turning to his Government—and when he does we shall have reached that stage where decay sets in and progress stops.

This is by no means to gainsay that there are rotten spots, as we find them in textiles and in coal, but even there we look to cures by readjusting the machinery and method of production and distribution and not through a study of the unemployment statistics.

Hearst Starts New Daily at Oakland, Calif.

William Randolph Hearst started publication of the *Oakland, Calif., Times*, a daily morning newspaper, on February 1. It will circulate in Alameda and Contra Costa Counties.

Edward A. Vandeventer has been made editor and publisher of the *Times*. He formerly held a similar position with the *Oakland Post-Enquirer*.

I. J. Hentschell, formerly with the Minneapolis *Tribune*, is now advertising manager of the *Times*. Gene Callahan, who is manager of national advertising, was formerly with the Minneapolis *Journal*. F. J. Demel, classified advertising manager, had been with the *Los Angeles Examiner*.

The *Times* will be represented by T. C. Hoffmeyer on the Pacific Coast. W. H. Wilson will be Western representative and W. W. Chew, Eastern representative.

Riley Advertising System Appoints S. M. Goldberg

S. Marvin Goldberg, publisher's representative, has been appointed Eastern manager of the Riley Advertising System, Chicago, publisher of theater programs in that city under the title of "The Playgoer."

New Account for Oliver M. Byerly

The Bostwick-Goedell Company, Norwalk, Ohio, manufacturer of Victoria Venetian blinds, has placed its advertising account with Oliver M. Byerly, Cleveland advertising agency.

Safe-Guard Check Writer Corporation Moves

The general executive and sales offices of the Safe-Guard Check Writer Corporation have been moved from New York to Lansdale, Pa.

The Richest Market



TH E ADVERTISER WHO STUDIES markets finds that New York is first—in population, concentration, buying power, readiness to purchase, discrimination.

The advertiser who studies mediums in that market finds that The New York Times is the foundation of successful advertising in New York.

The New York Times unequalled volume of quality circulation—400,000 weekdays, 700,000 Sundays—is the key to acceptance of worth while advertised goods in New York.

National advertisers and local advertisers put The Times first; and the result is seen in The Times leadership with a total of 29,710,606 agate lines of advertising in 1927, an excess of 10,576,922 lines over any other New York newspaper.

The Times advertising columns are strictly censored, and the confidence of its readers is strong.

The Times Advertising Department can give helpful information about the experience of advertisers in the New York market.

Advertisers will also be interested in charted data of a survey showing that 98 per cent of the women in the class group read morning newspapers—66 per cent read *The New York Times*. Send for this data.

The New York Times

Feb. 2, 1928



RISING ADVERTISING THE NEW WAGE

Borden's Eagle Brand Condensed Milk
Carnation Milk
Jello
Fleischmann's Yeast
Lux Soap and Flakes
Linit
Florida Citrus Exchange
California Fruit Growers' Assn.
American Soap and Glycerine Producers' Assn.
Laundry Owners' Assn.
Northam Warren
Daggett & Ramsdell
Andrew Jergens Co.
Pond's Extract Co.
Squibb's Dental Cream
Dr. Lyons Tooth Powder
Forhan Company
Pepsodent

True Story

BILLING FOR MORE THAN \$100,000

IT might be significant to note that this gigantic advertising gain comes at a time when four out of eight other leading monthlies and weeklies report losses for 1927.

These hundred thousand dollars are being swung into True Story because its readers are an entirely new market, not reached to any appreciable extent by any other magazine—an entirely new type of reader never before directly appealed to by magazine advertisers.

As the only great national magazine edited specifi-

**NOTIDE FLOWS INTO
EARNING MARKET**

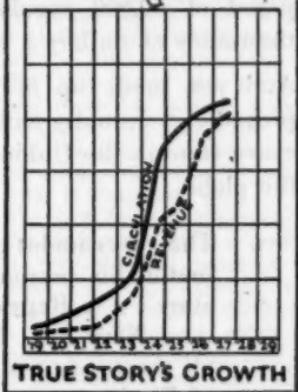
**True Story
FOR MARCH 1928
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FOR MARCH 1927**

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cally for the new American Wage Earning market, True Story is the only great national magazine concentrating among the masses who are enjoying a two hundred forty percent income increase over the past twelve years. True Story is the only great national magazine offering a virgin market great enough to permit record smashing sales quotas. Small wonder that there has been a hundred thousand dollar advertising increase in this magazine! Glance down the left hand column list of some of the new True Story ad-



vertisers. Note the calibre of the companies seeking the patronage of the new, untouched Wage Earning market. Then write to True Story, 1928 Broadway, New York City, for complete new market data.



WASHINGTON

a highly selective market

WHERE else on earth is there a community like it, of such buying power, its rank and file composed of 60,000 regular salaried people averaging thousands of dollars a year each?

And yet, made up of people selected . . . hand picked . . . usually with a wide following . . . from every state in the Union . . . from every country on the globe.

The government clerk who makes Washington his permanent home . . . Senators . . . Representatives . . . Army . . . Navy . . . Diplomatic Corps . . . all these go to make up the population of Washington.

You can reach them, practically all, through

The Washington Post.

"the first thing each morning"

PAUL BLOCK, Inc., National Advertising Representative, New York, Chicago, Boston, Detroit, Philadelphia and San Francisco.



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Is "Trading Up" Good Business?

Industry Cannot Thrive on a Basis of Price Alone

An Interview by Roy Dickinson with

Raymond H. Storm

Vice-President, McCampbell & Company

IN some lines of business sales executives seem to have their minds fixed on volume alone. Many of them also seem to have come to the conclusion that price concessions are necessary to build volume. In almost every line of industry, business seems to be divided into two classes; those concerns that go after volume at any cost and those that talk quality merchandise and suggest a policy of "trading up."

Some weeks ago, McCampbell & Company, manufacturers, selling agents and factors in the textile field, used their house magazine to carry a message to customers, manufacturers and wholesalers, on the general subject of trading up. I asked Mr. Storm, vice-president of the company, to tell of the reactions of his customers to this suggestion and asked him whether he believed the policy of trading up is sound business for 1928. Mr. Storm and his company are in a good position to judge trends in the textile field. His company represents no less than twenty-four plants, many of which it controls. These plants turn out a wide variety of products, including materials for such widely different lines as khaki, denim, play and work clothes, chambray, broadcloths for men's shirts, awning materials, bed tickings, table oilcloths, washable wall cloths, and cotton cloths for scores of other uses. Mr. Storm sees no reason for apologizing for a trading up policy. He thinks it is good business for the manufacturer, the wholesaler and the retailer, and that the public gets more than its full share of value.

"Some time ago," he says, "we pointed out to our customers that there is a tendency in some quarters to make goods to sell at a price, and that many companies feel it necessary to enter a price

war in which quality is being sacrificed to expediency. Quoting an editorial in PRINTERS' INK, we said: 'There is scarcely anything in the world that some man cannot make a little worse and sell a little cheaper, and the buyers who consider price only are this man's lawful prey.'

"It is obvious that no business can thrive on price alone. When price wars start there is always need for some people to refuse to sacrifice quality, not allowing their eyes to become temporarily dazzled by a price tag. When we took this stand we realized that we would lose business here and there but we felt that we wanted the kind of business which would go ahead conservatively. We realize that business can progress only in direct proportion to the satisfaction of the public which buys and wears the final product. We also realize that today the public is buying more for quality than for price alone. The public has come, during the last two years, to demand distinctiveness and character in what it wears and uses.

"We sent out our announcement to the trade and feel as a result of their response that business men generally are now coming to a realization that quality, distinctiveness and a trade-up policy are sounder business in the long run than competition on price alone. Many of our customers wrote us letters. The Majestic Overall Company, for example, said:

We are glad that you have brought up this important issue before many manufacturers. We think this is one of the most important things a manufacturer ought to consider. We believe that the manufacturer who considers price only and doesn't care how cheap the quality of the material is, cannot be successful. We hope the publication of your stand will make all manufacturers do better business in a more intelligent way.

"The Van Wert Overall Mfg.

Company, through its president, C. S. Fergus, wrote us:

Clothing manufacturers are getting themselves into a bad hole by putting prices, making special terms, paying freights and a dozen other things that seem to us to be poor business policy. All of these things have to be added to the cost and they have to take something out of the garment in order to make a profit.

"E. J. Weller of the Lewis-Weller Mfg. Company of Utica, said:

We are up against this problem and realize that business cannot thrive on price alone. We also realize that there are too many manufacturers who are so anxious about volume that they are overlooking the fact that profit is the thing that should be looked after.

"These are merely a few letters which we received, all of which indicated that manufacturers generally are interested in getting away from price competition by a trading up policy. What does 'trade up' mean in its final analysis? It means merely that the manufacturer has to weave or build into his product qualities of distinctiveness and character for which the consumer will gladly pay a higher price. It means that the search for quality on the part of the consumer has definitely begun.

"No Scotchman ever searched for a brand new golf ball in the long grass with more thoroughness and constancy than the alert American public is starting its search for quality now. The public, we feel, is tired of shoddy merchandise which has nothing but price to commend it. The public is willing to pay more for something which it is proud to own. I could give scores of examples from our own experiences to prove the point and to indicate that the public is not being defrauded when a manufacturer adopts a trade-up policy, regardless of what Stuart Chase might say.

"Our materials are a relatively small part of the total cost of the finished article. Yet in the instance of a work garment, or a child's play suit, the life of the garment bears a distinct relation

to the foundation—the cloth from which it is made. In spite of this very obvious fact, one finds many manufacturers spending a great deal of their time and effort to buy at a cheaper price.

"One of the best examples of trading up in the work clothing industry is a Middle Western concern, one of the largest makers and distributors of work clothing in the country and a large national advertiser. It has a union-made product and a relatively high wage scale.

"To get away from as much competition as possible, it adopted a strictly trade-up policy. After months of experimentation it redesigned its entire line with the idea of adding everything within reason to give the consumer the best wearing, most comfortable garments it knew how to create.

"That company believed from experience that cloths of certain weight and texture were the best for the purpose. Many of its competitors used similar, and in some instances identical, fabrics. Cheaper cloths were on the market that looked like these better cloths.

"To avoid having the new product look like the other fellows' the company had made especially for it cloths of the same weight and texture that had proved just right for the purpose. But into these new fabrics it had distinctive and identifying patterns woven. The extra cost per garment was nominal. It built a line of work garments from these distinctive cloths that sets the product apart. It then proceeded to tell the public about its new and better patterns.

"In less than three years the increase in that company's business has undoubtedly offset the extra cost of these better cloths because of lowering its manufacturing costs.

"That is an example of trading up undertaken in the face of the hardest kind of competition. The results have been more business, better consumer good-will, and more profit.

"Take another example, this

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Feb. 2, 1928

PRINTERS' INK

59

More Than
200,000
Daily



More Than
450,000
Sunday

5c. DAILY

FEBRUARY 2, 1928

10c. SUNDAY

8 SMALL ADVERTISEMENTS IN EXAMINER BRING IN \$10,000

SALES COST CUT TO 6½%; UNITS COSTLY

TEN thousand dollars worth of business from 8 small advertisements, at a cost of less than 6½ per cent!



FAR more money is invested by transportation companies in Examiner space, than in the space of any other newspaper in the Los Angeles territory. And trips to Europe are conspicuous. Cunard . . . North German Lloyd . . . White Star . . . French Line, etc., . . . the list reads like a blue book of travel.

That is the recent achievement in Los Angeles of the Tessa Heating Company, less than three months old in Southern California territory and exclusively Examiner advertisers. The organization manufactures a steam-heating plant for homes, electricity generating the steam. The units sell for from \$62.50 to \$145 each, and the average sale is three units, according to Joseph Warhaftig, president of the company.

"We began to be flooded with inquiries right after starting in The Examiner's Sunday Building Section," he said recently. "Close to 400 coupons were mailed in, and additional telephone and office calls brought the response to about 600, by the time the eighth advertisement had appeared. We did \$10,000 worth of business directly from these leads. Mail orders came from distant points to which Examiner readers had mailed their papers after reading them. Mexico, Rhode Island, the Hawaiian Islands, were among these. The Examiner carries a regular Tunney walloper in making sales."

AND THIS IS CALLED KNOCKING 'EM COLD

RESULTS being uppermost in an advertiser's mind, witness two more examples from The Examiner's most recent files:

Sunday before this was written, a nursery man in Los Angeles used a 7-inch space on our new "California Gardening" pages to advertise rose bushes. He sold 1,500 of them!

Last Sunday, in the automobile section, the Hammel-Gerke Co., Inc., advertised a new carburetor. Of all things to try to sell, you know how tough that is. Every automobile already has one; most of 'em are pretty good. The resistance, therefore, is great.

But the 12-inch exclusive Examiner advertisement on this particular carburetor, brought in 75 inquiries by mail and a host of others at the firm's place of business. They made a great many sales, and the advertising will continue.

Those advertisers who analyze lineage figures to determine the spending ability of a given newspaper's readers; will be interested in 1927's local display advertising figures in Los Angeles. They show, among other things, that The Examiner was FIRST in all of these departments: AUTOMOBILES, CLOAKS AND SUITS, FURNITURE, JEWELERS, MUSICAL INSTRUMENTS, RADIO and REAL ESTATE.



THE Examiner carried 10,882 lines MORE of men's wear advertising during 1927 than did the next nearest paper.

MEN'S
INTEREST!



THE 1927 Score
in Cloaks and
Suit advertising
in Los Angeles:
Examiner—
720,988 lines;
2nd A. M. paper
443,170
WOMAN
INTEREST!

time awning cloths. We sell the product of one of the largest makers of woven awning stripes in the country. The line is known as 'Vivatones.' For twenty-five years it was customary for this, and other mills to produce the same assortment of patterns year after year. They became so staple that they were known to the trade as 'commons.' Then someone conceived the idea that instead of using white filling, he would substitute colored yarn, thus intensifying the stripes in these so-called 'commons.' This change resulted in quite a different and better looking stripe, and it became known to the trade as 'fancies.' About four years ago, real color was introduced in the line—and the designs are becoming more popular every year.

"Until the introduction of these brilliant colors, the woven stripe business was a very difficult line for us to distribute. There was constant fighting with regard to price, and there was no snap to the demand from the consumer for awnings made of these ordinary common and fancy stripes. With the new brilliant effects which we get today, an awning becomes more than simply an article of protection against wind and rain. It has a decorative feature. It adds tone to a home, and has brought awnings into vogue. Moreover, many hotels, apartment houses, and places of business are using these brighter effects in order to have a distinctive front for their establishments.

"This, to my mind, is an example of trading up. Whereas the old common patterns were sold at something like 25 cents a yard, these new, brilliant, and guaranteed fast color 'Vivatones' are selling at more than double that price, and our records show that four times as many of these new and higher-price stripes are being sold as the old and cheaper cloths.

"The same thing is true in work clothing. There was a time when all men who worked for a living were supposed to wear exactly the same kind of work clothes on the daily job of riveting, plumbing or carpentry. We worked out new

designs in these clothes which better satisfied the desire of the highly paid American workman for self-expression in what he wore. We are selling a great deal more fabric on the new design at a higher price than the old, uninteresting fabric at a lower price.

"Manufacturers who think there is anything basically unsound or unbusinesslike in a deliberate policy of trading up should read what Voltaire said many years ago. He remarked:

In a country where all the inhabitants went barefooted, could luxury be imputed to the first man who made a pair of shoes for himself? Or rather was he not a man of sense and industry? And so with the man who wore the first shirt. And with respect to the man who had it first washed and ironed. I consider him an absolute genius, abundant in resources, and qualified to govern a state.

"Voltaire had the right idea.

"The public in 1928 is not only able and willing to pay for quality merchandise, but is becoming increasingly fed up on 'sales' which offer \$1 bills for 98 cents or less. Merchandise which bears the name and label of a manufacturer who is proud of what he makes will continue to attract consumers who buy quality and satisfaction, and not price alone. There are many cheaper rear axles than Timken makes, many automobile tires which bear no maker's name, there are ball bearings which are cheap, and shock absorbers built to sell, but when the automobile manufacturer's salesman is featuring a car's qualities he doesn't emphasize the unknown, unmarked parts of the car which were bought on price alone. He would be foolish not to stress the quality of the parts and accessories which bear the name of a reputable maker.

"For the reasons I have expressed and for many others, I believe that a deliberate policy of trading up is a legitimate, desirable and sound business policy for 1928."

Miss Peggy Adams, formerly with the advertising department of the *Seattle Times*, has joined the staff of the Carl W. Art Advertising Agency, also of Seattle.



Monarch of the Dailies

In San Francisco

the EXAMINER leads in 18 out of 24 national classifications

Hardware and Building Materials

†**Miscellaneous and General**

Proprietary and Medical

†**Musical Instruments**

Household Supplies

†**Toilet Requisites**

†**Office Supplies**

***Educational**

***Men's Wear**

***Insurance**

Foods

***Radio**

***Shoes**

Tobacco

Furniture

†**Automotive**

***Electrical**

Transportation.

* Examiner leads all other San Francisco newspapers combined.
† Examiner leads all three San Francisco evening newspapers.

All statements based on 1927 advertising totals.

Publishers statement to A. B. C. Sept. 30

Daily 186,372

Sunday 360,764

Feb. 2, 1928

Feb.



called by you yourself.

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Ino 85 in above
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The Elks Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City

Feb. 2, 1928



The largest
magazine
for MEN

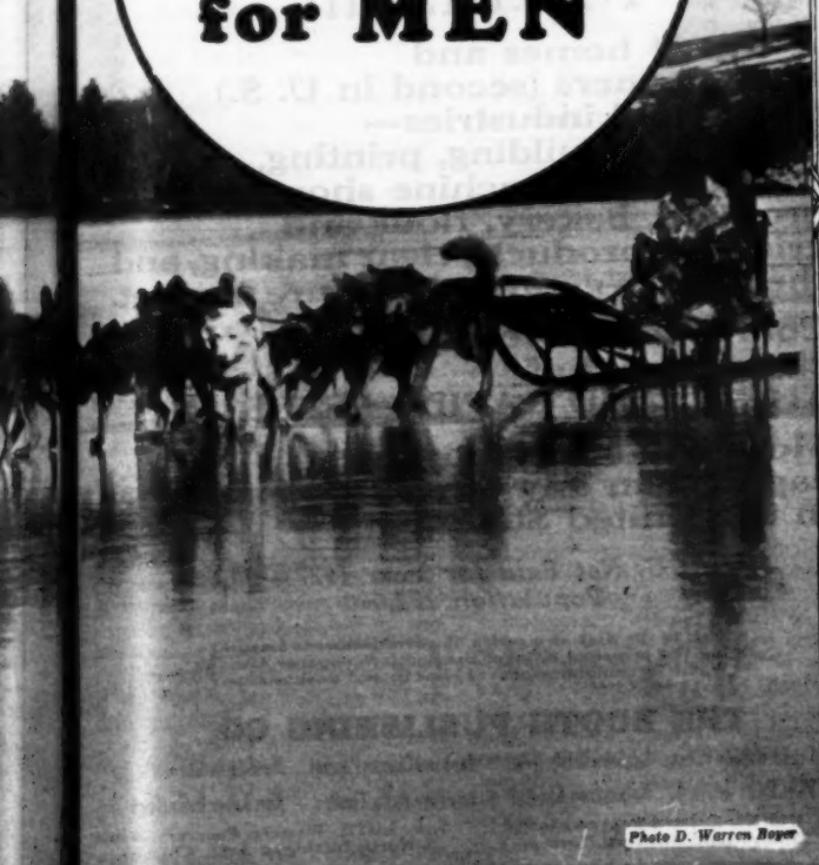


Photo D. Warren Boyer



Grand-Rapids Michigan

**A city of homes and home owners (second in U. S.)
Diversified industries—
auto body building, printing,
foundry and machine shop products,
bakery, flour and grist mill products, cigar making, and
the world's greatest furniture market.**

**Completely covered by the circulation * of
THE GRAND RAPIDS PRESS.**

More city circulation per capita than any other newspaper in the United States.

***A. B. C. Net Paid for Year 1927—90,697
Population 172,000**

**This is the first of a series of advertisements featuring the principal cities of the Booth Newspaper Area.
Watch for announcement of Flint in next week's issue.**

THE BOOTH PUBLISHING CO.

Grand Rapids Press	Saginaw Daily News	Jackson Citizen Patriot	Muskegon Chronicle
Flint Daily Journal	Kalamazoo Gazette	Bay City Daily Times	Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*
6 North Michigan Ave., Chicago

"Eminent Scientists Say and Our Own Conclusive Tests Prove—"

How the Super-Advertiser Uses Tests That Aren't Tests and Science That Isn't Science

By C. B. Larrabee

[EDITORIAL NOTE: This is the fourth of a series of articles on "Super-Advertising." The first article, entitled "Super-Advertising—Advertising's Worst Enemy," appeared on page 3 of the January 12 issue. This was followed by "Tremendous—Sensational—Supreme—Best—Greatest" in the January 19 issue, page 41. The third article, on page 17 of the January 26 number, was entitled: "All That I Am I Owe to (Name Your Own Product)."]

NOT long ago, a food advertiser, who happened also to be a super-advertiser, published in an advertisement a remarkable endorsement for his product. This endorsement was taken from a scientific paper of unimpeachable authenticity. In no uncertain terms it said that a certain type of cooked food was ideal for breakfast.

This super-advertiser might have been able to get away with this endorsement if the scientific body which sponsored the paper hadn't read the advertisement. The man who prepared the paper was somewhat dazed. Unless his memory had become tricky he was sure that he had not endorsed the type of product in question. He referred to his report again and saw the light.

In his report he had endorsed whole-wheat cereal. This super-advertiser's product was not whole wheat. The paragraph quoted in the advertisement, however, seemed to be an ardent endorsement of any kind of cooked cereal. It was just that—removed from the report, as it was. In its proper place in the report, however, it was an endorsement of a particular type of cereal which the super-advertiser did not make.

Of course this is an old trick of the super-advertiser. Those kings of super-advertisers, the theatrical advertisers, have been using it for years. Percy Hammond announces that "Katie's Cutey" is "the best

example of a rotten show I have ever seen." The owner of "Katie's Cutey," in his next day's advertisement, carries this line: "The best show I have ever seen." Percy Hammond."

It is rather disturbing, however, to find a national advertiser, a large user of space, resorting to a shoddy trick which even the theatrical advertiser has ceased to practice with any degree of enthusiasm. It may be disturbing, but if you are a student of the super-advertiser in his native lair it is not unexpected.

It is the super-advertiser who announces with great solemnity that scientists everywhere believe that certain conditions of the body cry for remedy. He points out that they are almost unanimous in their recommendations that a certain medicine be used to correct these conditions. And he is right—up to this point.

He then continues to point out that his product contains a portion of this certain medicine. Ergo, it must be a cure for the distressing conditions. He doesn't point out that his particular product contains not quite enough of this certain medicine to cure a flea's tummyache, much less the tummyache of a full-grown man. That, he feels, might be irrelevant.

Another super-advertiser makes a great flourish as he announces that his product is the final answer to insomnia. Just put a little of it in hot milk and—whee!—quicker'n a wink you are wafted off in the arms of Morpheus. He doesn't add that you drink a little hot milk without his product and—whee!—you're in the arms of Morpheus just as quickly. That, of course, is irrelevant.

All the examples I have quoted are the sins of super-advertisers. What is worse, all of these advertisers make excellent products.

The tooth-paste manufacturer who claims that his particular tooth-paste, administered in homeopathic doses morning and night, will cure any disease from pyorrhea to gout makes an excellent tooth-paste if it is used for the purpose for which tooth-pastes are intended—to clean the teeth. As a medicinal agent it is about as effective as a black silk string worn around the throat is a sure cure for tonsilitis.

The manufacturer of the marvelous cure for insomnia is making an excellent product—if you are looking for a health-building food product. But if you are looking for a soporific you might just as well throw his product out the window and start counting sheep.

The cereal manufacturer quoted in the first paragraphs of this article makes an excellent cereal. I have no doubt that he could make any number of true statements concerning its health value. Instead, however, he prefers to twist a scientific report in such a way that he makes it say something which it was never intended to say.

The patent-medicine faker, with his cure-alls for all diseases from dandruff to bunions and all way-stations, was a plain faker. His product was usually made up in proportions of a gallon of rain-water to a drop of drugs—with plenty of alcohol to suit the prohibition regions. It was equally as helpful taken internally or thrown down the sink. He was a plain liar and as such was driven from the market.

The super-advertiser, however, is different. He isn't a plain liar. You could haul him into court and he could show you document after document to prove to you that doctors say the very things he claims they say. He could point out to you, furthermore, that no place in his copy is there a statement that his product is a sure cure for these things about which doctors are so upset. He may even laugh at you unbelievingly when you point out to him that he at least infers that his product is a cure. No, my dear sir, only an utter nit-wit would make that inference.

You question him further. Then

he questions you. Isn't his product pure? You admit that it is. Will it hurt anybody who uses it? You admit that it won't. Don't you really believe that it might help the user? You agree that it probably would. Well, then—and he spreads out his hands. There you are. There you are! Picking on a benefactor of mankind.

You point out to him gently that despite all your admissions you haven't yet admitted that his advertising isn't misleading. He shakes his head, lifts his eyebrows and murmurs in a well-bred voice, "Oh, that?" for all the world like Ed Wynn caught with the goods. Then a look of indignation comes into his eyes and he becomes red in the face.

"Look!" he cries. "Just look! See what my competitors are doing."

You look and you see. Yes, his competitors are pretty raw in their claims. But what has that got to do with the manufacturer of a perfectly good product who claims more for it than it will accomplish? There is no answer. You are talking of those things which the super-advertiser doesn't understand.

ANOTHER FAVORITE TRICK

Another favorite trick of the super-advertiser is the test. In one issue of a periodical two makers of a textile product claim that they make the best product on the market. Proved best by tests. What are the tests? Well, one sent a number of competing products to a laboratory and had them tested impartially for tensile strength, purity of ingredients, etc. The other frowns on the laboratory. He sent the products to a laundry.

In other words, you have two different kinds of tests, proving two different things. The second test is the weaker because it was limited and because there was no definite method of seeing that each product was given the same treatment. Yet in print one test seems as good as the other.

An automobile advertiser claims that his car will do certain things—let us say will accelerate from ten miles an hour in reverse to

Value to Readers Makes Value to Advertisers—

DURING 1927, the Los Angeles Times printed 9,220 more columns of news and editorial matter than any other Los Angeles newspaper, equivalent to twenty-five columns per day. In addition to covering local, national, and world news as is customarily done by all large metropolitan newspapers, The TIMES furnishes a detailed news summary of all the principal cities from which Southern California has drawn its population.

The Times' incomparable news service in conjunction with its popular locally-written features and supplements, explains in part why this newspaper serves the permanent population of Southern California, reaching more regular subscribers and delivered daily to more homes than any other Pacific Coast newspaper—and why it also leads in total advertising and in every department of advertising.

Los Angeles Times

Eastern Representatives:

Williams, Lawrence & Croxmer Co.
360 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representatives:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

Feb. 2, 1928

Feb. 2

sixty miles an hour forward in less time than you can say, "Protoplasmic superstructure." He can prove it to you from figures compiled right in his factory. He implies that any boob driver can get the same results. Now that is, of course, tommyrot. A boob driver with a Rolls-Royce can be left at the post by an expert driver in a 1911 Ford. And the test that this advertiser talks about was made by an expert.

A manufacturer of a heating device tells you that tests made by him prove that his device will save you one-third of your heating bills. He has never seen your house or your furnace. He doesn't know what your heating bills are, nor what kind of a climate you exist in. He doesn't tell you that the test was made on a furnace that was new and in perfect condition. He doesn't tell you a lot of things. Therefore, his test is about as valuable to you as the red-top boots you wore when you were a little boy.

FROM WHERE DO THE FIGURES COME?

And then there are statistics—the favorite toy of the super-advertiser. I read that "One out of seven yearly loses health, life or limb." I blench as only an experienced blencher can. Then I wonder where the advertiser gets the figures.

I read many a sad statistic about how many poor old men are dependent at sixty-five. (Correct me if that isn't the right age.) An accusing finger is pointed at me and I shrink and wonder who is going to support me when I am sixty-five. Then I wonder also from where the figures come. What exhaustive tests have been made on all the people in the United States to prove that figure? What is more, has anybody prepared any figures on the number of writers who are dependent at age sixty-five? Or does the figure apply only to patrolmen and the drivers of coal wagons? I want to know more about that grim table.

In a recent issue of "The Tin-deco Magazine" William Feather

tells about a statement that was made that the average income of the 4,000 families residing on a certain street in New York City was in excess of \$75,000 a year. A skeptic forced the acknowledgment that the figure was an estimate. "Since, in 1923, only 2,493 individuals in all New York City reported incomes of from \$50,000 to \$100,000," says Mr. Feather, "it is clear that the 'estimate' must be slightly discounted."

It is a favorite trick of orators to rise at meetings of advertising clubs and announce that so many millions—if they are feeling well the figure may even be billions—of dollars are spent each year on advertising. PRINTERS' INK has never been able to find any reliable method of learning how much is spent on advertising and knows that any figures that are quoted are pure guesswork. Yet these statistics are just as valuable as a great many that are quoted with great solemnity by super-advertisers.

"Nine out of ten have King's evil." What do you mean? Have bad cases, mild cases or the presence of King's evil germs in small quantities? From where did the figures come? What sort of investigation was made? How many thousand people were examined? Were enough people examined and enough people of various types examined so that the test would stand before an unprejudiced body of scientists? Perhaps the figure is right. Perhaps it isn't super-advertising. I want, however, to see the methods used by the investigators before I am ready to believe.

Last of all there is the "investigation."

"We asked a number of farmers in Iowa and 90 per cent used our particular brand of chicken feed." How many farmers? Did you ask ten farmers or ten hundred? Did you pick them at random or did you pull that favorite super-advertiser's trick of hand-picking your farmers? I can prove that nine out of ten people read the "Bingville Bugle" and I can back my statement with figures—if I confine my investigation to the

The Outlook

"One of America's Saner Moments"

MILLIONS in buying power: 92% of *Outlook* subscribers are Federal tax payers. ¶ Millions more in buying influence: 64% of *Outlook* readers are directors or major executives of firms of which one in every five is rated over a million in Bradstreet's. ¶ Here is the *Outlook* market —70,000 doubly influential prospects for your product.

THE OUTLOOK
120 East 16th St. New York

FRANCIS RUFUS BELLAMY, *Publisher*

WM. L. ETTINGER, JR., *Advertising Manager*.

ANOTHER SALES says "TRUE"!

*Ohio Bell Telephone Company
Defines the TRUE Cleveland
Market*

THE Ohio Bell Telephone Co. has recently published a map in which the state is broken up into several telephone sales areas.

See how small the Cleveland area is! Smaller than the areas of Toledo, Lima, Canton, Zanesville, Columbus, or Cincinnati! Akron isn't in it—neither is Canton, Ashtabula, Youngstown or Sandusky, for these thriving cities are the centers of their own markets, their merchants and newspapers serving the population completely and well.

Note that the Cleveland area is The TRUE Cleveland Market, an area already confirmed by 5 other authoritative market analysts and re-confirmed by innumerable surveys among local retailers, jobbers, wholesalers and distributors of national products.

Once again one who *knows* says that The TRUE Cleveland Market is the *only* area in which advertising in Cleveland newspapers can produce profitable results.

The TRUE Cleveland Market is exactly what The Cleveland Press has always said it is—the most confined of that of

The Cleveland

Detroit Cleveland
San Francisco

F I R S T A D V E R T I S I N G

NATIONAL ADVERTISING
250 Park Avenue, New York City

U

ES AUTHORITY



any of America's leading cities. Being TRUE—and not merely a mythical "set-up" to justify any newspaper's widespread circulation—it commands the attention and respect of both local and national advertisers. Write The Press for facts.

d **Press**



*First in
Cleveland*

ISING DEPARTMENT
600 N. Michigan Blvd., Chicago

SCRIPPS-HOWARD

Seattle Portland
Los Angeles

UY IN CLEVELAND I

Feb. 2, 1928

In the Spring--

Everyone knows what a young man's fancy lightly turns to.

And most everyone knows that in Spring both the young and the older man's fancy turns to thoughts of the great outdoors—thoughts of forest and stream.

May we help you turn *their* thoughts directly toward your products by turning *your* thoughts toward our April issue, with which we inaugurate our new Fishing Department?

Incidentally, advertising in FOREST and Stream for March showed an increase of 30% over March, 1927. Much of this was due to the fact that advertisers are still enjoying our rate of \$1.00 per line (the lowest in the outdoor field)—PLUS a bonus of 60% over circulation at the time our present rate was established.

FOREST AND STREAM

221 West 57th Street, New York, N. Y.

Bingville Post Office the night the "Bugle" is mailed.

In a previous article I referred to the great Hillsdale College fudge boiler testimonial scheme. You give away free of charge, as the redundant saying goes, fudge boilers to the girls of Hillsdale and ask them to write you a letter. Then you tell how your fudge boiler is the favorite at Hillsdale. Well, you can run an investigation the same way. Distribute a lot of samples and then follow them up with an investigator. You can prove that the majority of persons in Uniak or Miami use your palm-leaf fans if you make reasonably sure that you have given palm-leaf fans to the majority of the residents of Uniak and Miami whom you are going to question.

Oh, it sounds so elementary. And it smacks so of the smart, tricky days when Boss Tweed ruled New York and the patent-medicine advertiser was in his prime. Yet it is being done today by advertisers who ought to know better.

A FRANTIC SEARCH FOR DISEASES

Again let me emphasize the fact that all these tests, scientific endorsements, statistics and investigations are being used by advertisers of reputable products. The twenty-nine-letter words meaning "crack your funny-bone" which advertisers have originated to further the sale of their products have all been saddled onto perfectly good products. "Halitosis" was a knockout and it sold a lot of Listerine. For all I know, Listerine will cure halitosis—but that's up to my best friend. But the discovery of halitosis was only the beginning. Advertisers began a frantic search for other diseases. Give us a swell name for blackheads or dandruff or perspiration or any of the other twilight zone diseases which our best friends mention only behind our backs, they begged. Therefore, we were deluged by diseases. There's even a disease for what happens to you after you shave. Then an advertiser discovered the "Ha-Has" and that just about expressed the attitude of the average consumer.

If the super-advertisers were all making second-rate products which weren't any good, anyway, the condition would be a lot more hopeless and at the same time a lot easier to understand than it is. But the super-advertiser almost always is a manufacturer who is making an excellent product which serves a useful purpose. Unfortunately, he can't be content with that fact. He's got to claim that he's got the best, the gol-durndest best product in the world, and he has to back his claim by statistics and testimonials and investigations and what have you.

That is the discouraging phase of the situation and it is also the hopeful phase. If all the super-advertisers cut out their super-advertising and went back to a common-sense basis of advertising tomorrow their products would still go on selling. Most super-advertised products are inherently good.

The trouble is that nobody wants to stop until his competitors stop. Thus we keep running around in the vicious circle until, like the three tigers in the tale of Little Black Sambo, we are going to melt into nothing—the nothing which brings us to a complete disbelief on the part of consumers. It is doubly sad that as a rule one of the tigers running around the tree is not a super-advertiser, but he's melting, just the same. When belief in advertising goes it is belief in all advertising—not just belief in super-advertising.

Are there remedies?

There are.

In my next article I shall summarize a number of these remedies and offer suggestions to sick industries which wish to cure themselves of this disease of super-advertising. Some of these remedies may seem a little like taking quinine as a five-minute gargle, but then you can't cure a bad disease by a brisk walk in the fresh air. None of the remedies, however, will be impractical. All of them have been tried and have worked successfully. In addition I hope that readers of PRINTERS' INK will have other remedies to offer. This is a big question and

no individual or small group of individuals can hope to uncover all the possible remedies.

Once more, however, before I close let me repeat—Super-advertising is one of advertising's worst enemies, because it causes disbelief in advertising, and without belief advertising is worthless as a helpful economic force.

Wants a Strong Fight Carried on against Super-Advertising

O. S. TYSON AND COMPANY, INC.
NEW YORK, JAN. 17, 1928.

Editor of PRINTERS' INK:

Your article on "Super-Advertising" [January 12 issue] certainly enters a fight that should be waged actively. Go to it.

Personally, I hope that you keep clearly in mind all the time President Roosevelt's dictum that "There may be an excuse for not fighting, but no excuse for fighting weakly." In this case, in my opinion, there is no excuse for not fighting.

The evils of exaggeration, unscientific science and meaningless testimonials are certain to seriously undermine the effectiveness of advertising.

General advertisers and general magazines may well learn a lesson from many of the better technical advertisers and technical publications.

Not so long ago one of the favorite indoor sports of the general field was picking continually on the trade and technical papers and trade and technical advertisers.

Largely that has passed, but there is still a lot to be learned about trade and technical advertising by those who are not familiar with it.

Perhaps industrial advertising has to a large extent escaped the evils which now beset general advertising merely because you simply cannot sell hard-headed business men and engineers through super-charged adjectives and aerated claims.

In any event all advertising interests face the task of guarding with renewed vigor and vigilance the symbol "Truth," originally adopted by the Associated Advertising Clubs of the World.

O. S. TYSON AND COMPANY, INC.,
L. W. SELIGSBERG,
Vice-president.

W. P. Werheim, Vice-President, Pratt & Lambert

Walter P. Werheim, treasurer and advertising manager of Pratt & Lambert, Inc., Buffalo, N. Y., varnish, enamel and lacquer manufacturer, has been elected vice-president. R. W. Lindsay, assistant treasurer, is now treasurer.

Walter P. Cooke and C. D. Sproule have been elected members of the board of directors.

Another Banking House Eliminates "All Sold" Clause

Hallgarten & Company, New York, is the latest banking house to adopt the policy of omitting the "all sold" clause from advertisements of investment issues. This step was taken in connection with the recent offering of two issues, one a preferred stock issue of the Walgreen Company, owner and operator of the chain of Walgreen drug stores and the other a bond issue of the City of Santiago, Chile. In each instance a heavier demand than could be satisfied was reported.

This line is eliminated in order to avoid misunderstanding, as it often means that the stock issue has been "all sold" to both dealers and investors rather than wholly to investors. Goldman, Sachs & Company and Lehman Brothers are other houses which have eliminated this clause in recent advertising of stock issues.

Shirt Account for Los Angeles Agency

P. A. Newmark & Company, Los Angeles, manufacturers of Merit brand shirts, have placed their advertising account with Stutzman & Mummert, advertising agency of that city. An advertising campaign, which will use newspapers in the smaller cities throughout California as well as direct mail, is planned.

C. F. Danner, President, American Hide & Leather

Carl F. Danner has been elected president of the American Hide & Leather Company, New York, to succeed J. C. Lilly, resigned. Mr. Danner was formerly a member of the firm of McCrossin & Company, industrial engineers, and resigned recently as president and treasurer of the Pine Grove Tanning Company, Pine Grove, Pa.

Start Campaign on Electric Steel Castings

The Kay-Brunner Steel Casting Company, Los Angeles, has started an advertising campaign in machinery trade papers on electrical steel castings. The Mayers Company, Los Angeles advertising agency, has been appointed to direct this account.

Sinclair-Kunz Buys Hi-Lo Fan

The Sinclair-Kunz Corporation, Chicago, laundry machinery, etc., has acquired the Hi-Lo Fan Corporation, of that city. The new firm will operate as the Sinclair Equipment Corporation.

Appointed by "The Open Road for Boys"

The Open Road for Boys, Boston, has appointed Hallett Cole as its Pacific Coast advertising representative.



The Washington (D. C.) Market Is The Very Heart of the Nation

LONG since Washington, the market, has outgrown the municipal limits of Washington, the city. The adjacent counties of Maryland and Virginia, within a radius of 25 miles, or more, are populated with people who have a strong connecting tie with the National Capital and who look upon it as "THEIR CITY"—the base from which they draw their supplies—luxuries and commodities.

By association and conditions it's one great, big community of more than a quarter of a million people—and The Star is their paper—delivered to their homes regularly—Evening and Sunday—by direct carrier service.

The farthest rural family has its Evening Star for supper and its Sunday Star for Sunday morning breakfast, the year round.

It's a fertile market and one most easily and economically cultivated—for only ONE newspaper—THE STAR—is needed to cover it COMPLETELY and EFFECTUALLY.

[Call on our Statistical Department
for any specific data of the Wash-
ington Market that you may desire.]

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
DAN A. CARROLL
110 E. 42nd Street

Chicago Office:
J. E. LUTE
Tower Building

Tabling Solicitations from Irregular Mediums

THE KROGER GROCERY & BAKING COMPANY
CINCINNATI

Editor of PRINTERS' INK:

This company operates stores in over 800 cities and towns, and we are swamped at times with every conceivable request for advertising and donations.

We are wondering what system has been used by other companies in reducing the amount of money given away under these conditions. It is possible that PRINTERS' INK has had articles on the subject in the past and if so, I would like to receive reprints.

THE KROGER GROCERY & BAKING COMPANY,
C. SHOENBERGER,
Advertising Manager.

ALMOST every business organization is confronted with the problem of disposing of solicitations received from publishers of what we term "irregular mediums." These include everything from programs for banquets to official publications of trade and social groups.

Many ingenious plans have been devised for the purpose of turning down tactfully these solicitations and some of these have been fully described in articles that have appeared in PRINTERS' INK. The various plans can be adopted by business organizations of a national scope or by a local retail business. There are many sensible ways of handling this troublesome situation and a recent discussion in our columns brought forth some of the newest developments.

It was all started with the article "I Swat Charity Advertising and Save Some Money" which appeared in the July 21, 1927, issue. The articles that followed are:

"Another Hint on Handling Charity Advertising Solicitors," page 60, August 4, 1927.

"Put on a Velvet Glove Before You Swat Charity Advertising," page 122, August 11, 1927.

"The Iron Hand vs. the Velvet Glove in Handling Charity Advertising Solicitors," page 33, September 1, 1927.

"The Gentle Graftor and 'Official' Publications," page 12, October 13, 1927.

"Better Business Bureaus Help Swat

Fake Charity Advertising," page 82, November 3, 1927.

"Avoid Charity Program Advertising," page 186, November 10, 1927.

"Please Buy Some Space in Our Convention Program," page 58, December 1, 1927.

A careful reading of these articles will enable any business organization to adopt a system of eliminating a great waste of money that might be profitably used for legitimate advertising.

Inasmuch as Mr. Shoenberger also makes mention of "donations" in his letter, we wonder if he has in mind "donations" that chain-store organizations are asked to make to Community Chests, Chambers of Commerce, etc. Participation in community activities are avoided by some chain-store managements and heartily supported by others. An analysis of the support given to civic enterprises by chains in fifty-six New England cities was given in the article "Do Chain Stores Enter into Community Activities?" which appeared on page 93 of the January 19, 1928, issue of PRINTERS' INK.

This type of donation should be looked upon in a different light from that originating in organizations which have no real reason for existence.

We have available for distribution a complete bibliography listing PRINTERS' INK articles on this subject dating back to 1920. This report will be sent to any reader upon request.—[Ed. PRINTERS' INK.]

W. S. Lockwood Leaves Johns-Manville

W. S. Lockwood has resigned as advertising manager of the Johns-Manville Corporation, New York, asbestos products. He has held that position for the last ten years. Previous to his association with that company he was advertising manager of the Toledo Scale Company, Toledo, Ohio.

F. J. Suhr to Address New York Editorial Conference

Frederic J. Suhr, art director and a member of the firm of Cowan, Dempsey & Dengler, Inc., New York advertising agency, will speak at the New York Editorial Conference to be held on February 3 at the Hotel Astor, New York. His topic will be "Combining the Utilitarian with the Beautiful."

Don't let distance
prevent you from taking
advantage of BUNDSCHO
SERVICE. We do fine work
for people who want it,
from Maine to California.



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

"The best advertised train in the world," says Printers' Ink

THE New York Central is not the biggest railroad in the country. It does not rank first in miles of rails, or number of passengers carried, or tons of freight hauled. But east of the Mississippi it ranks in the public mind as "America's greatest railroad system." And railroad men the country over look upon the New York Central as the standard of American railroad operation. It is a "railroad man's railroad."

New York Central's leadership has come about through its natural advantages of location, with a fine coordination of service and advertising, bulwarked by an esprit de corps that is recognized as second to none in American public service corporations.

When one thinks of the New York Central one thinks also of the *Century*, which *Printers' Ink* recently characterized as "the best advertised train in the world."

New York Central has for many years pioneered in better railroad advertising and better advertising practices.

It was the first railroad to buy newspaper space strictly on the value of circulation, without fear or favor, just as other national advertisers do. It doesn't buy space to influence editorial opinion, or get free

publicity, or curry favor with a big shipper. It buys space solely to sell New York Central service as economically as it can.

In Eastern trunk line territory, New York Central was the first railroad advertiser to cast aside the time-worn time-table copy for modern reason-why advertising; the first to standardize on large display space; the first to use national magazines on regular schedule; and the first to use advertising space to promote better public relations.

That New York Central is one of the very few railroads in the country today enjoying an increasing passenger business is evidence of the soundness of its service and advertising policies.

The 20th Century Limited in 1927 carried the largest number of passengers in its history, and in every month of the year established a new high record for the month.

As compared with the peak year 1920, the railroads of the United States in 1927 showed a loss of \$311,000,000 in passenger business. New York Central gained \$6,000,000.

New York Central Lines have been clients of Lord & Thomas and Logan since the return of the railroads to private operation in 1920.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO

400 North Michigan Avenue

LOS ANGELES

1151 South Broadway

NEW YORK

247 Park Avenue

WASHINGTON

400 Hibbs Building

LONDON

Victoria Embankment

SAN FRANCISCO

225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Automotive Executives

find our pages most interesting reading because of our authoritative information about their industry; our analyses of the financial condition of their companies and those of their competitors, and our intimate contact with many of their security holders.

They also find that 92 per cent. of our subscribers are owners of from one to four automobiles, of which 46 per cent. own cars costing \$3500 or more.

There are only 100 important automobile companies in the United States.

VICTOR E. GRAHAM, V-P.
Advertising Director

**The MAGAZINE
of WALL STREET**
Member A. B. C.

42 Broadway, New York City

No. 8 of a Series

The Chain Store and the Manufacturer Are Not Enemies

When They Learn to Understand Each Other and Are Ready to Co-operate, Both Will Profit More and More

By Sidney Rabinovitz

General Manager, Economy Stores Corporation

NOTHING in the trend of chain-store merchandising seems to me to be so significant as the gradually changing attitude of the thoughtful chain-store buyer toward the manufacturer of a nationally advertised product.

It was not so long ago when almost without exception the chain-store buyer looked upon the nationally advertised brand as some sort of competitor. At best, he saw in it merely a leader—an article to be bought as favorably as possible and then offered for sale at the lowest possible price for the purpose of luring the passerby into one of his stores.

Early chain-store management was predicated upon the "baited hook" theory. It was assumed that housewives knew the value and the usual price of such products as Royal baking powder, Kellogg's corn flakes, Campbell's soup and such products. It was evident that they could not know the true value of the product which bore an unknown brand name. So the chain store would take the known product and offer it at cost, sometimes even less than cost, and depend upon it to act as the "puller-in". On the strength of the low price at which the can of Royal baking powder would be sold, the housewife would be induced to walk out with various other items as well. In these other items of unknown origin and value, the profit in the transaction lay. That, in brief, is the well-known, old-fashioned, chain-store merchandising scheme.

In its day, it did well enough. But for some time, that simple theory has manifested shortcomings. In other words, the consuming public is now familiar with that method. There is nothing more in it which can serve as it

once did. Of course, the old "bait" idea is still being used, but all too often the chain-store ownership realizes that people are now coming in, eating the bait off the hook, as it were, and walking away with nothing but specials.

Then, too, there has developed the fact that chain stores are today competing not with the startled and generally impotent old-school retailer and jobber, but with the new competition. This new competition is the other chain store on one hand and, on the other, the individual merchant, backed up by the modernized, 1928 edition of jobber, who is no longer impotent through ignorance, laziness or fear. This new competition is not only apparently willing but positively eager to meet the moves of the man who depends upon the once successful baited-hook theory.

And so, we must conclude that the chain-store management which is to make headway during the next ten years must devise some other form of offensive activity. There must of necessity be a new bag of tricks which must be brought into action.

TRAVELING THE SAME ROAD

Now, as often happens in the pages of all sorts of history, we find that those we once regarded as our bitter enemies are now aligned with us. Thus the thoughtful chain-store merchandiser is beginning to realize that the manufacturer and advertiser of the nationally known brand is coming to fit in as he never has in the past. This does not mean that the aim or purpose of the national advertiser has changed to any extent. But it does mean that the road he travels is coming, more and more, to be the same road which it seems will take the chain-store

Feb. 2, 1928

man to the point he wishes to reach. It does not follow that the mass of chain-store buyers are going to turn smilingly toward the nationally advertised brand. The business world does not move that fast. It probably is safe to say that right now the majority of chain-store buyers still look upon the manufacturer of a nationally advertised brand as a big competitor. I know from personal experience that most national advertisers still keep a wary eye on the chain stores.

Many a time, I find myself sitting back as the buyer, while a national brand's sales executive is undertaking to interest me in what he is pleased to style "co-operation". I am reminded, then, of the small boy, tempting the strange dog with a piece of meat in his left hand. "Nice doggy," he said. "Here, nice doggy." But all the while, his right hand holds a club behind his back, lest the dog take it into his head to snap—when said club will prove handy. That is the figurative approach of the vast majority of salesmen when they are calling on the chain-store buyer.

Some day, the national advertiser will realize that the chain-store buyer is as much concerned over the national advertiser, as the latter is over the chain stores. No thinking chain-store man is inclined to ignore the national advertiser, any more than the worthwhile national advertiser is inclined to ignore the chain store. The truth is that we are both working toward a common end.

It is to be regretted that much valuable time is being wasted through lack of realization of this. I am afraid that the great difficulty lies in the fact that too few of the heads—I mean the real heads—of the great nationally sold products are personally acquainted with the real heads of the great chain-store systems.

No doubt, if these men knew one another well enough to call each other by their first names, it would be less of a problem to work together.

There is an ever-present idea among many chain-store men that

sooner or later they must throttle the nationally advertised brand so that they can do business with a brand they control and on which they can make a longer profit.

On the other hand, there are national advertisers who feel that the chain-store men constitute a black menace—that, given the opportunity, they will cast out everything except their own private brands or controlled brands. The manufacturer looks upon us chain-store men as a coterie of men working together to wreck his brand and supplant it with something which we own and control. He fails to realize that there are some 800 separate and distinct chain-store systems among food product distributors alone. At best, he can generally know personally but a small part of those 800 groups of men. It is hard to conceive of us getting together in a sort of retail grocers' Ku Klux Klan to plot the ruin of the national brands.

Sometimes I feel that the greatest obstacle which prevents better understanding between chain-store men and national advertisers is this unwillingness on the part of one group to understand the other.

SCIENTIFIC RETAILING IS STILL NEW

Take our own case. We do no manufacturing of our own. We own no bake shop. We own no candy factory. We have no interest in canneries. We try to recognize our limitations. We try to appreciate, every day, the merit in that old epigram "Don't play the other fellow's game." Retailing is a business. As a business, it is still in its infancy because what you might call scientific retailing is still so comparatively new that many of the pioneers are still men in their prime.

This being so, it follows that we are still at the point where we must work away from the common misunderstandings of the beginner. Not the least of these is that which has to do with the way the other man's business appears to us. I know the retailer looks upon manufacturing as a "sure thing." The paper profits appear

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rosy. Building a brand of our own, worth thousands, maybe millions, seems relatively simple—until we try it.

But we say to ourselves, unless we have one of these brands of, say, corn flakes, where will Kellogg put us, if it gets things into its own hands?

Now, that's a fair question—about as representative as any other. Just where are we apt to be? In the realm of speculation, let's see.

First of all, are we correct in saying that it is our job to keep Kellogg from getting all the corn flakes business into its own hands? Postum, we understand, is even now disputing the middle of the stream with this Kellogg. Is there any real need of our getting our oar into the stream? If we did, what of it? Would we do more than merely muddy the water? Why not let a couple of good, hard-working companies which know that business develop it, while we develop ours?

More and more chain-store men are coming to realize that the money tied up in any sort of plant able to compete with a good national manufacturer will install and equip many an additional unit.

There is coming to light the sound economics of the fact that when the worth-while national manufacturer and advertiser is properly supported by the equally worth-while retail distributor, the manufacturer can make a better product for less money. The can of milk which is obtainable today for 10 cents, over the counter, would be an impossibility but for the magnitude of Borden and Pet and one or two others. The loaf of bread which the housewife can have today for 11 cents would be out of the question but for the scientific bigness of General and Continental. Anybody who wishes to duplicate in the modern home the quantity and quality of soup which our friend Campbell sets out for a few cents is confronted by an undertaking of tremendous magnitude. Yet this has been done in the face of opposition and handicap.

During the last few years, we

have seen great deeds accomplished through men in the same lines of business becoming acquainted with one another. The country has come to realize that two men, both owning peanut butter factories, really can walk down the same side of the street or even play golf together without plotting the robbery of the populace.

Is it not possible that during the next ten years the logical step will be for the heads of business houses in the same line to come to know each other better? To-day we, as retailers, sell, over our counters, four given items for, let us say, \$1—25 cents each. We make 5 cents per item, or a total of 20 cents on the dollar we take in. That is our gross profit, from which we must deduct all expenses.

Now, if history can repeat itself and better understandings can result in our being able to buy and sell somewhat more cheaply, it may be that instead of selling four items at 25 cents, those four items could be provided for 20 cents, giving the consumer an opportunity to spend the rest of his dollar, or 20 cents, for a fifth item. Thus the consumer gets 20 per cent more for his money. But that is not all. An entire new industry is being kept busy. The fifth group of men, making the fifth product, is earning money and producing money and merchandise and in turn spending it. Business is better all around.

MORE PRODUCTION MEANS MORE ECONOMIES

This, I feel, will be the trend of future business. We have progressed beyond the point where we believe that retarding crops or production makes for added wealth. We know, from experience, that more production means more economies and a chance to have more for our money and consequently better business.

But this is by no means entirely a mental picture. I read with interest in a recent PRINTERS' INK article an account of the co-operative form of advertising which the Liggett stores are planning, enabling manufacturer and retailer to work more in harmony, mak-

ing the manufacturer's advertising more profitable by making it practical for the retailer to work more closely with it.

For some time we, in our own field, have been thinking and working along the same lines. Frequently, manufacturers have realized the wisdom of putting their newspaper advertising close to our retail store advertising. Many a time we have asked the newspapers to put our copy close to the advertisement of a national advertiser. And results have been worth while.

Of late, we have gone a step farther and insured this close connection by working together with many of our manufacturers and dividing an entire page in a newspaper, we buying a part of the page and various manufacturers buying the balance. This insures perfect co-operation and gives the added value of the larger unit of space.

I was talking the other day to a well-known advertising agent on this subject. Finally he said to me: "What you suggest is that my client should take an eighth of a page alongside of your copy, whereas right now he is buying half pages. Where do I get off? You are trading down—not up. You are suggesting reductions in advertising."

My answer was just this: "Not at all. I am trying to find a way to make the advertising dollar produce more for the advertiser, both national and retail. That does not mean that any of us will spend less. What makes men stop or curtail their advertising expenditures? Is it when the profits from the advertising dollar increase? No. It is when there is little chance to find the results in advertising—when, in short, it seems that advertising is costing too much. Advertising that pays makes one want to advertise more—not less. Help us get better results from the advertising dollar and you will see more advertising being done. When you suggest that the working out of an advertising plan which will make an eighth page do what a half page used to do, will reduce the gross invest-

ment in advertising, you are just as wrong as the man who says that the way to popularize automobiles and make them more profitable as a business is to keep the price high and curtail production. That's old stuff. It belongs to the age when men smashed labor-saving machinery because they thought it would mean starvation for the working man."

In conclusion: The right kind of co-operation among manufacturers and men in similar industries has been found to be economically sound and good for the best interests of the general public. You might call it "horizontal co-operation."

We may now consider going a step farther and cultivating closer relations and better understanding between the heads of industries which form a vertical chain in serving the public.

United Grape Products, Inc., Organized

The United Grape Products, Inc., has been organized with headquarters at Buffalo, N. Y., and has purchased the following plants: Angola Fruit Products, Inc., Angola, N. Y.; the plant of Armour & Company at Mattawan, Mich.; Bass Islands Vineyard Company, Sandusky, Ohio; Henry Card Company, Fredonia, N. Y.; Dubelle Grape Juice Company, Silver Creek, N. Y.; Randall Grape Juice Company, Ripley, N. Y. and the J. Hungerford Smith Grape Juice Company, Lawton, Mich.

Officers of the United Grape Products, Inc., are as follows: President and general manager, C. C. Palmer, formerly of the J. Hungerford Smith company; first vice-president, Frank G. Raichle; vice-president in charge of sales, N. S. Cone, formerly with Austin Nichols & Company, Inc.; vice-president in charge of plant management, R. L. Lundrigan; vice-president in charge of purchasing and advertising, Lyle H. Gilmore, formerly with Francis H. Leggett & Company and treasurer; W. A. Petrie, formerly with Ernst & Ernst. Mr. Palmer is also chairman of the board of directors.

This company, according to Mr. Palmer, will feature Royal Purple grape juice to the drug and fountain trade and Rosemary, Red Wing and other brands to the grocer.

United Grape Products, Inc., Mr. Gilmore informs *PRINTERS' INK*, will start an advertising campaign in the near future.

"The Iron Age" Changes Size

The type-page size of *The Iron Age*, New York, has been changed to seven by ten inches.

Time Selling Extended by Montgomery Ward

UNDER a new plan announced in the spring and summer issue of Montgomery Ward & Company's catalog, instalment selling operations have been broadly extended. The expansion of goods now available for purchase on a deferred payment basis, it is stated, covers a range that is more than 100 per cent greater than that listed in the last book.

Furniture, radios, electrical fixtures, farm implements, in fact practically all items large in bulk, may now be purchased on a time basis. The plan also is applicable to some jewelry items, while apparel continues to be sold only for cash. Where furniture and floor coverings are concerned, the time payment plan becomes operative with purchases of \$40 or more, whether goods are bought through the catalog or at the company's retail stores. If an order should include a rug, table, complete set or sets of furniture, it may be paid for under the Ward "Easy Payment Plan." When the total amounts to between \$40 and \$50, the first payment would be \$5 with monthly payments of a like amount.

The plan is graduated until, for instance, on totals of from \$450 to \$500, the first payment is \$50 with monthly payments of \$42. In every instance the customer is informed of the additional cost-of-carrying charges for the privilege extended to him. On a \$50 order the charge would be \$5 while on a \$500 order it would be \$55. Above \$500, special arrangements are made for handling the business. For farm machinery, watches and other merchandise, varying plans of payment are used.

The broader basis upon which the company now accepts orders on the instalment plan was adopted following an investigation of the merits of instalment selling. Results satisfied the company that this type of selling is sound and profitable.

G. F. Hartford, Western Manager, New York "American"

George F. Hartford, formerly in charge of the food and household appliance division of the Chicago *Herald and Examiner*, is now Western manager of the New York *American*. He was with the *Herald and Examiner* for ten years.

W. H. Murphy has been appointed managing director of the annual food and household appliance exposition of the *Herald and Examiner*, formerly conducted by Mr. Hartford.

Death of Harry M. Johnson

Harry M. Johnson, publisher of the Rockford, Ill., *Daily Republic*, died recently at that city in his sixty-fourth year. He started his business career on the Rockford *Gazette*, and in 1888 helped found the Rockford *Morning Star*. In 1896, he established the Rockford *Daily Republic*, with which he was associated up to the time of his death.

Hoosier Mfg. Company Appoints McQuinn & Beach

The Hoosier Mfg. Company, New Castle, Ind., maker of Hoosier kitchen cabinets and breakfast room furniture, has appointed McQuinn & Beach, Inc., Chicago advertising agency, to direct its advertising account. National magazines are being used.

Death of Daniel Kennedy

Daniel Kennedy, president of The Kennedy Valve Manufacturing Company, Elmira, N. Y., died recently at Hot Springs, Ark. He was eighty years old. Mr. Kennedy started in business for himself in 1877. He incorporated the present company in 1890.

Massachusetts Publishers

Re-Elect W. D. Allen

Walter D. Allen, publisher of the Brookline, Mass., *Chronicle*, has been re-elected president of the Massachusetts Press Association. He has held this office for the last three years.

Pedlar & Ryan Appointed by Peck & Peck

Peck & Peck, Inc., New York, hosiery and sports wear, has appointed Pedlar & Ryan, Inc., advertising agency of that city, to direct its advertising account.

Elmer M. Hunt with "Liberty"

Elmer M. Hunt, for the last three years an account executive with Hanff-Metzger, Inc., New York has joined the advertising staff of *Liberty*, New York.

REAL INDUSTRIAL

MA

How does Industrial Advertising help the Industrial Salesman?

Two years ago McGraw-Hill marketing counselors were called to Massachusetts to help formulate an industrial advertising campaign for a manufacturer whose salesmen were checkmated. McGraw-Hill found that this manufacturer had a marketing job to do first of all and frankly told him to defer advertising plans until his line of products was altered to conform with market needs.

A few months ago this manufacturer completed his production plans and inaugurated an industrial advertising campaign in *American Machinist*, *Power*, *Engineering News-Record*, *Coal Age* and *Engineering & Mining Journal*.

McGRAW-HILL PUBLISHING COMPANY

New York

Chicago

Cleveland

St. Louis Philadelphia

MARKETING PROBLEMS

No. 18 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

Last week one of his salesmen reported:

I wish we had started this four years ago. Had we done so, we would surely be in a much stronger position today.

Another of his salesmen reported at the same time:

My chief resistance has always been the overcoming of an initial lack of knowledge on the part of any prospects regarding the [redacted] line. In consequence, I have had to start from the ground and work up, spending too much time explaining who I am and what the [redacted] system is all about.

This advertising is a great aid because it shortens the gap between "order talking and order taking." Give it six more months and we fellows on the firing line will surely cash in.

Industrial salesmen for New England products, in common with industrial salesmen in general, realize that the old "better mouse-trap" theory is disastrous selling philosophy today. What has taken its place is illustrated in simple ABC style in the book, "Industrial Marketing at Work." Ask the nearest McGraw-Hill office for a copy.

PUBLICATIONS

Philadelphia

San Francisco

London

Our Salesmen Keep Up Our Mailing List

We Not Only Tell Them What We Are Doing but We Also Sell Them on the Idea

By L. L. Miller, Jr.

Advertising Manager, The Tropical Paint & Oil Co.

IN an article entitled "Keeping Up the Industrial Mailing List," by Harold W. Dearing [PRINTERS' INK, December 22, 1927, page 25], he suggests that a discussion on this important subject would be of interest.

Since Mr. Dearing has started the ball rolling, the writer will be glad to give it a push with the thought that a knowledge of the way his company handles this work may be of help to the readers of PRINTERS' INK.

Our list consists of about 130,000 names, covering companies scattered all over the United States, and these names are carried on stencils, all addressing being done by machine. Mailings are sent eight to ten times a year and returns by the Post Office average slightly less than 1 per cent for each mailing. Some mailings are sent first-class and some third-class, but all of the latter carry a return postage guarantee, so undeliverable pieces are returned from all mailings.

We feel that our percentage of returns is probably low, but nevertheless we are constantly trying to make it lower and to this end our list is always in a state of being corrected. In addition to returns of undeliverable mail, we know that our list, as well as that of practically every other business house, contains names which are worthless and should be removed; but the detection of such names is rather difficult and to keep a list free of them one must have the hearty co-operation of the sales force.

We started to build up our mailing list some years ago, and at that time most of the salesmen were very skeptical as to the value of direct mail, so we received but little encouragement from them.

We sell our products directly to large users of paint, so a company which owns a building of any size is a logical prospect for us; but with so many classes to choose from it was hard to know where to begin to build our list. We finally decided to start with lists of industries which should be the greatest users of paint products. However, in using complete lists of industries the names of some companies are sure to be found which do not own their own buildings and so are really not good prospects for us. Therefore, we soon realized that we must get the co-operation of the salesmen, as they were the only ones who could tell us what names ought to be removed.

In order to do this we began devoting considerable space in our salesman's magazine to information about our mailings and their value. Whenever we could trace an order directly to the answering of an inquiry by a salesman, we wrote up the facts in an interesting way and published them. Also, some of the salesmen wrote articles telling how our mailings had helped, not only in bringing inquiries, but also in keeping our name before their prospects.

Soon the salesmen began to see that the mailings had some value, and this was especially true after they, themselves, had made one or two sales as the result of following up inquiries. Our request for help in checking our list received more consideration and finally the men began asking for the names in their territories so that they might check them. Some men do this several times every year.

We have a five-by-eight card for checking purposes, at the top of which we print the mailing-list name right from the stencil, and

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under this there are spaces for the salesmen to tell us of any changes in the firm name, street address, or buyer, and whether the name should be removed. At present there isn't a day passes that we do not receive these checking cards completely filled out by the salesmen, and as a result the deadwood is being rapidly removed from our list.

We also supply the salesmen with a book of blanks to use in sending new names for the mailing list, and so many of these are now being received that these blanks are the sole source of new names for our list. So successful have we been in removing worthless names and adding valuable new ones that our men are now able to close about one out of every three inquiries received.

In view of our experience, we believe that the hardest part of keeping up the industrial mailing list is to secure the help of the salesmen. It seems to us that one should use all the salesmanship available at the home office to sell the value of a carefully corrected mailing list to the salesmen, because when you once secure their wholehearted co-operation the rest of the job is comparatively easy. Of course, one way to do this is to send out mailings which bring in plenty of worth-while inquiries, but that is much easier said than done. When this is an accomplished fact the results should not be hidden, but broadcast to the salesmen so they will realize that mailings are really helpful and that money wasted on deadwood might better have been spent on live names, which would have resulted in more sales for them.

All this takes time and an infinite amount of patience, but it surely pays in the end, as the house and the salesmen will all reap the benefit.

E. H. Philippi Joins Shuman-Haws Agency

E. H. Philippi, for twenty-two years engaged in sales and merchandising work, has joined the Shuman-Haws Advertising Company, of Chicago, as vice-president in charge of sales and service.

Avoiding Duplication of House Magazine Titles

WESTERN UNION TELEGRAM
CHICAGO

Editor of PRINTERS' INK:

Please wire our expense whether anyone has a house magazine called "Net."
E. H. SCULL COMPANY.

SO far as we can determine, "Net" is not being used as a house magazine title.

PRINTERS' INK has a record of approximately 2,750 house magazines. The titles of these magazines are listed on cards which are filed alphabetically. It is therefore a simple matter to use this list as a step in the direction of verifying the originality of any titles that are being considered.

Readers are encouraged to avail themselves of this service at any time.—[Ed. PRINTERS' INK.]

Digest of Twenty-Five Stores Indicates Lower Profits

Merchandising and expense statistics for the ten-month period ending November 30, 1927, of approximately twenty-five stores in the million-dollar class indicate lower merchandising profits for 1927, according to a compilation made by the *Dry Goods Economist*, New York.

Sales for the month of November were behind 2.8 per cent and for the year to the end of November there was a sales decrease of 1.5 per cent. Markdowns to the end of November, 1927, averaged 8.7 per cent of sales or 1 per cent higher than the markdowns in the same period of 1926.

Appointed by Brief English Systems, Inc.

Josiah Neuhart has been appointed national sales manager of Brief English Systems, Inc., New York, courses in shorthand. He formerly was with the Monroe Calculating Company, Inc., Orange, N. J.

Hookless Fastener Account to Gardner

The Hookless Fastener Company, Meadville, Pa., has appointed the Gardner Advertising Company, New York, to direct its advertising account.

The National Bank of Niagara and Trust Company, Niagara Falls, N. Y., has appointed IdeaService, advertising, also of that city, to direct its advertising account.

What a retail map o Boston shows.

WHAT is the real measure of a trading area? Not square miles or population alone, but the *buying power* of the people who live in those square miles.

A business map of Boston reveals valuable facts for the sales manager and advertiser. It shows that Boston's great buying territory is a concentrated market located within a 12-mile radius from City Hall. In this area live 1,567,000 people—the greatest concentration in New England. And these are the people who support the greatest concentration of retail stores.

The Globe leads in this Key Market

You can cover this rich market through the Boston Globe. The Globe's Sunday circulation in this territory is the largest of any newspaper. And the daily circulation exceeds that of the Sunday. Here is a uniform 7-day coverage con-

centrated right in the heart of Boston market.

Boston's own retail merchants—the department stores appreciate the value of this circulation by placing more advertising in the Globe—both daily and Sunday than any other paper.

Why is it that the Globe is the choice of the people who know Boston best?

Because the Globe appeals to all classes of Boston people without regard to race, creed or political affiliation.

Freedom from bias and favoritism in general news, editorials and sports—this is the secret of the Globe's popularity with men. Its widely known Household Department and other women's features make the Globe the daily counsel of New England women.

Merchants who know Boston have found that the Globe's readers constitute the strongest buying group in this territory. That is why the Globe is the backbone of successful advertising efforts directed at the Boston market.

The Boston G

The Globe sells Boston's Buyi

Publishers Statement Net Paid Circulation for six months ending

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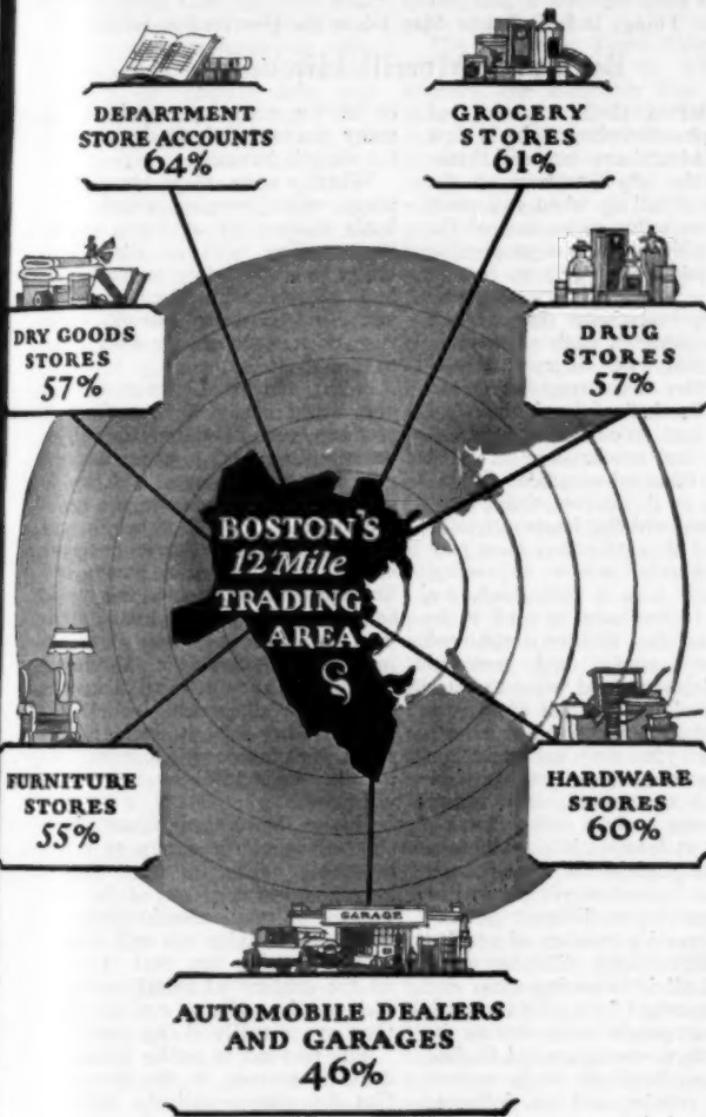
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Feb. 2, 1928

BOSTON'S KEY MARKET



Globe
Buying Group

Ending Sept. 30, 1927 — Daily 293,482 . . . Sunday 329,518

The Public Utility as a Retailer

Some Things It Is Doing or May Do to the Distribution Scheme

By Harry Merrill Hitchcock

ASURPRISING number of people—including quite a few national advertisers—are still thinking of the gas company as the people you call up when you smell gas on the cellar stairs, and of the electric company as the people you call up when the lights go out.

Senator Walsh of Montana, who wants to investigate them, seems to be thinking of both of them in still another of their once-celebrated rôles—as at once the poison and the football of local municipal politics, and an unfailing hunting-ground for muckrakers in need of juicy financial scandals.

Taken by themselves, these viewpoints are chiefly interesting for the proof they give that most people stubbornly persist in seeing, when they look at something, not what it is, but what it used to be when they first became acquainted with it—a useful and beautiful trait in husbands and wives on their golden wedding day, but often both awkward and expensive in business.

Times, you see, go right on changing whether you realize it or not; and what the public utility has become and is still becoming today is at least as important to a great many people as what it used to be was important yesterday. But it is important to different people; to an increasing number of people; and in increasingly different ways. Most of all it is getting more and more important in a rôle in which very few people even among its own owners, managers and leading spokesmen have yet really seen it—as a retailer and an influence upon the whole course and conduct of retail distribution.

Far more people than you would think—national or large sectional advertisers to whom retail distribution is an increasingly acute problem—are finding that in practically every one of their important distribution centers their trail leads right into the office of the local gas company, or electric company,

or of the company which, as in many places, has both the gas and the electric business.

What is more, there are a great many other people whose trail leads thither, or at least crosses the retailing trail of the public utility in a way very important to both of them, who don't know it yet. And of those who do know it, very few have any idea what to do about it.

A list, and by no means a small one, could easily be compiled of products, such as washing-machines, vacuum cleaners, water-heaters, gas or electric ranges, and so on down to curling-irons, in the retail distribution of which either the gas company or the electric company comes pretty close to having the final word to say. Behind this would be another considerable list of products in whose retailing they are important though not absolutely dominant; and a third list, the longest of all, would include the vast number of products whose retail distribution is indirectly but greatly influenced by what the utilities do.

One of the most significant demonstrations of the extent to which these big companies have drifted into the position of one of the vital factors in retail merchandising is the great difficulty you will experience in getting any real statistics on the amount of retail merchandising—of products, not service—they are actually doing today.

The two major public utility industries possess, in the American Gas Association and the National Electric Light Association, two of the strongest and most capably managed trade associations in the country. Both come pretty close to representing 100 per cent membership of the companies in their fields. But neither of them can give you any real data on the retail business carried on by their member companies.

However, enough figures can be

assembled at least to prove that there is a lot of it. The McGraw-Hill Publishing Company has been trying for some time to get a real picture of its merchandising side. That company's estimate is that retail sales by electric light and power companies during 1927 amounted to \$741,000,000.

This sizable business was carried on through approximately 4,000 retail outlets, ranging all the way from the big, beautifully appointed stores maintained in cities like Chicago, St. Louis, Philadelphia and Cincinnati, down to the dinky little exhibit of two washing-machines, a vacuum cleaner and an electric refrigerator, to the left of the cashier's window in some tiny branch office of a big company at Smith's Corners or Podunkville.

No similarly inclusive figures are available for the gas industry, but the records of individual companies are sufficient to show that the retail business of gas companies is already substantial; and from what the writer knows of the situation he believes it is growing much faster than electrical retailing.

The Public Service Corporation of New Jersey, for example, in 1926 (1927 figures not being available at this writing) actually sold more gas business than electrical, the figures being \$2,390,000 electrical, and \$2,825,000 gas. The gas business was much less varied, however, gas ranges being by all odds the most important element. This company maintains twenty-eight retail stores, and like most of the others is steadily opening new ones.

In 1926, Edward N. Hurley offered a series of money prizes totalling \$10,000, for the best plan and record of retail merchandise sales by electric light and power companies, and the reports submitted in this contest give much information on the business of leading organizations, as well as many interesting and illuminating sidelights on public utility retail practice.

One large organization, for example, whose report was submitted anonymously, did a business, in 1926, of \$1,129,790.98 in electrical

goods, and \$743,743.71 in gas appliances. This company mentioned that it was operating thirty-eight retail stores.

The Duquesne Light Company, of Pittsburgh, and its affiliated concern, the Equitable Gas Company, jointly operate a chain of stores. In 1926, according to their report submitted for the Hurley prize, they sold \$910,000 worth of electrical, against \$211,000 worth of gas merchandise. Another much smaller company reported \$86,937 worth of electrical sales and \$38,546 of gas sales.

Taking all these figures into consideration and setting them alongside the McGraw-Hill estimate already quoted, it seems entirely safe and conservative to guess that in 1927 the total retail business carried on by both types of public utility went well over a billion dollars.

That is substantial business; but it is not the whole story. These public utility retail stores are dividing business with several other important types of retail outlets. Another McGraw-Hill analysis of thirty-five typical communities indicates that the total retail business in electrical merchandise is divided about as follows: Public utilities, 28 per cent; electrical specialty dealers, 32 per cent; electrical contractors who also maintain retail shops, 15 per cent; department stores, 11 per cent; hardware stores, 9 per cent; miscellaneous (chiefly drug stores), 5 per cent.

On the other hand, I am personally acquainted with one large city in which the public utility, an active and aggressive merchandiser, does slightly over 50 per cent of the total electrical business. And in any community where it merchandises at all—and even in those where it does not maintain its own retail stores—the public utility is a controlling influence in this field out of all proportion to the percentage of its own sales, and its policies are matters of anxious moment to every other retailer in the town who carries anything in which it is interested.

In PRINTERS' INK of December 29, 1927, for example, John M.

Feb. 2, 1928

Feb. 2,

**"SELL IT IN THE AL
Y H**

One Newspaper's Growth Where Growth Means More Sales for You...

OF COURSE, you keep your advertising steadily working for you in New York City. You never overlook those six millions in America's greatest market. But what's America's second greatest market?

New York's Golden Suburbs. The four millions there outnumber the city population of Chicago, Philadelphia or Detroit. They are home-builders, lawn-owners, 2-3-4-and-more car garage-owners, telephone customers of local drug stores and groceries, family consumers that national advertisers most desire.

And increasing amazingly in numbers every year. Between 1920 and 1925 this 50-mile suburban territory added twice as much population as the net total increase in all of New York City. In 1926 it gained 60 per cent of all gains in the preceding 5 years.

How follow this trend of quality consumers into The Golden Suburbs?

During the past five years the Sunday New York American has gained over 40 per cent in circulation in The Golden Suburbs—double

NEW YO
1834 Broad

ALY HOME NEWSPAPER"

the percentage of gain of all three other standard Sunday newspapers combined.

Its 292,246 homes there equal over 99 per cent of the total circulation of all three other standard Sunday newspapers — equal more than *all* standard weekday morning newspapers combined — more than *all* standard weekday evening newspapers combined.

Don't sell one of these markets. Sell BOTH.

Of the Sunday New York American's total 1,099,735 homes, 755,747 are concentrated in Metropolitan New York. The greatest standard Sunday Metropolitan circulation in America — morning, evening or Sunday.

Readers pay 10 cents for it — 50 per cent more than for other Sunday newspapers. On the day when most families buy one newspaper. When they read this all day long — morning, noon and night. And on the day when families read more advertising.

Use FULL POWER. Dominate BOTH of America's two greatest markets.

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK
1834 Broadway

C H I C A G O
35 E. Wacker Drive

B O S T O N
5 Winthrop Square

SAN FRANCISCO
625 Hearst Bldg.

Van Voris, a successful hardware merchant, discussing "What Sales Managers Don't Know About Their Territories," incidentally threw a spotlight on the possibilities of this situation. He was telling of a washing-machine company that had sold him the agency for its product, but followed this up by putting it, also, into an electric specialty shop and then persuading the electric light and power company to take it on.

"Can you imagine," Mr. Van Voris asks, "how profitable it will be for all three?" and then proceeds to answer his own question:

"I can, and when one of them happens to be a power and light company whose policy seems to be to sell electrical appliances without regard for profit from that end of the business, I do not think we will be interested in being one of the three dealers to handle this particular brand of machine."

Nor is this all. If Mr. Van Voris' local gas company starts in selling gas appliances and accessories, as so many of them are already doing and many more will be doing tomorrow, he will have another public utility to keep an eye on. Obviously, public utility retailing policies are of grave moment to his business—and they are therefore of grave moment to every manufacturer whose goods he sells, no matter how remote they may seem from the public utilities.

Still we aren't at the end of the story. For quite a substantial number of utilities don't confine their retailing to the goods in which they have a direct and obvious interest. Confronted with the same problem that long ago confronted the drug stores, and is now confronting most other specialized retailers—narrowing margins, mounting overhead—these companies have seized upon the same answer; they have added other lines than the electrical or gas products. Glassware, leather goods, novelties in general, have been their favorite choices.

The leading exponent of this theory is the Commonwealth Edison

Company, of Chicago. Its report submitted for the Hurley prize shows that in 1926 it sold some \$4,031,298 worth of electrical goods through its fifteen retail stores, and \$368,958 of miscellaneous merchandise. That is not, of course, in itself a very big item, but as a straw for the observation of other retailers it is rather significant—particularly as the public utility's policy on these "sidelines" is apt to be that of price-slashing without regard to profit margins, using the goods solely as "features" and "pullers-in," sometimes taking an outright loss on an item that some other fellow is trying to make some money on.

SOME CORRECTIVE FACTORS

However, the situation, as is usually the case, is not without some factors tending to exert a corrective tendency. In order to appreciate them, it is necessary to consider briefly the nature of the public utility as a commercial organization. No other business institution has to be quite so much all things to all men.

Your typical modern public utility, for example, is, to begin with, a manufacturer. It produces in its power plants, or in its gas works, something in the nature both of a commodity and a service—a unit of electrical energy in one case, and of heat energy (in the form of a cubic foot of gas) in the other—either of which is in great and increasing demand for a constantly increasing variety of purposes.

Having manufactured this commodity, or this unit of service, it acts as its own wholesale distributor, and also as its own retail distributor. Most big electric companies today find that the big end of their business by far, both in volume and in gross profits, is in industrial marketing—the sale of electrical energy in big blocks for factory power, transportation service, process heating and wholesale lighting.

Their retail business in home lighting and in all the variety of home uses of electrical energy that have grown so fast in recent years, though it puts them in contact with

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Feb. 2, 1928

PRINTERS' INK

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an average of perhaps fifty to a hundred times as many customers, and bulks far larger in everybody's eyes (including their own) is really the small end of their business. But because old habit makes the price of electric service a political question in every community, the tail is apt to wag the dog so far as company policy is concerned.

The discrepancy in business volume in the gas industry between industrial and retail (or domestic) business is not quite so great, but here also the industrial end of the business is growing very much faster than the domestic, and all signs are that before long it will have outrun the traditional, home-service gas business very much as has happened in the electric business.

Now in one way this unique and protean character of public utility business makes for confusion, particularly on the part of the manufacturer seeking the help of the public utility in clearing up his retail situation. When you talk to a department store proprietor, a drug store owner or a hardware dealer, you know that you are talking to a man who is first of all a merchant, or who at least is trying to be a merchant; who thinks of himself as a merchant and looks at his business from that angle.

But when you talk to a public utility man, you are talking to a merchant who thinks of himself as an engineer, or sometimes as a politician (using the word in no derogatory sense, but merely to note that even today every prudent public utility man has to keep an eye on the City Council, the Public Service Commission, and even the Legislature). He is a merchant in spite of himself; pretty nearly everybody in the community is a retail customer of his; his retailing methods are matter of anxious concern to all other retail merchants in that community.

None the less every one of those other retail merchants nowadays is a very substantial customer of his, buying lighting or heating or power service, or all three, from him. What is more, his whole training has been such as to make

him extremely sensitive to what other people think and say about him—another aspect of the inescapable political angle of his business.

So it happens that at the present time the National Electric Light Association, whose extremely strong and influential position in the electrical industry has already been mentioned, is actively engaged in conferences with representatives of the national department store and hardware retailers' organizations, looking to a better understanding all around, and the adoption by the electrical companies of retail policies less open to the sort of objection that Mr. Van Voris expressed.

These negotiations, from the electrical side, are in the hands of the merchandising committee of the commercial section of the National Electric Light Association, whose chairman is C. E. Greenwood, of the Edison Electric Illuminating Company, of Boston. Some more or less similar negotiations have been talked about with the American Gas Association, where there is considerable evidence of ill-feeling on the part of master plumbers and dealers in plumbing supplies, and undoubtedly some action in that part of the field is coming.

When it does take place, it will be a matter of interest to manufacturers and everybody else interested in the retail part of the distribution machine, far beyond the immediate group involved. Another move in the same direction with these is on foot in the National Electric Light Association, in the form of a plan to appoint a "national commercial executive," whose job to a considerable extent will presumably be to help the industry realize what merchandising is and what it involves.

The whole situation, however, could do with a vast deal more study and getting together, and mutual explanation and accommodation, than it is getting. The starting point of the great need of both the manufacturer whose retail distribution is being affected in unforeseen ways by the advent of

Feb. 2, 1921

Feb. 2,



“
That's easy—
Write to our friend in
Des Moines!”

When some problem about a distant city comes up and you write to a personal friend there for information ****

then by return mail comes your friend's reply with just the data you wanted ****

isn't that a grand and glorious feeling? (Apologies to Briggs)

We want you to think of The Register and Tribune as your personal friend in Des Moines.

Feel free any time to ask for information you may need about the Iowa market, or the distribution of our circulation.

We have frequent contacts with jobbers and distributors in all lines throughout Iowa.

Manufacturers and agencies often write that our cooperation has been helpful to them.

Just keep in mind "Your friend in Des Moines."

The Des Moines Register and Tribune

[With a daily circulation of more than 225,000
*** 99% in Iowa, we offer the most thorough
trade territory coverage of any middle western
newspaper.]

"Today is not yesterday"

—Carlyle.

"Yesterday" there was a prejudice against advertising in magazines with fraternal and religious backgrounds. *But times have changed!* The better minds of advertising have come to distinguish between the good and inferior publications of this character.

"Today" Columbia carries the copy of the keenest and most successful buyers of magazine space in the United States. Following are a few of the 1927-1928 advertisers:

Great Northern Ry.
B.V. D. Company
Remington Typewriters
Barbasol
Studebaker
Wrigley
Chesterfields
Encyc. Britannica
Bayer's Aspirin
Camel Cigarettes
Forhan's Toothpaste
Gem Safety Razors
Murad Cigarettes
Hamburg American Line
Colt's Firearms

Eveready Batteries
William's Shaving Cream
Glastonbury Underwear
Luden's Cough Drops
American T. & T. Co.
Lucky Strikes
Webster Cigars
Brunswick-Balke
Coward Shoes
Douglas Shoes
7-20-4 Cigars
Durham Duplex Razors
White Star Line
Dunlop Tires
Marlboro Cigarettes

Follow their precedent! Remember that the best teachers of advertising are the actions of great advertisers!

729,792

Average net paid circulation, year ended December 31st, 1927

COLUMBIA

The Largest Catholic Magazine in the World

*Published and printed by the Knights of Columbus in their own plant
at New Haven, Connecticut*

DAVID J. GILLESPIE, *Advertising Director*
Eastern Office: 25 W. 43rd St., New York

J. F. JENKINS, *Western Manager*
Office: 134 So. La Salle St., Chicago



the public utility into the field, and of the public utility itself, is the very point with which we started out—that both the general public, including the manufacturer-distributor, and the gas and electric industries, are still looking at the latter with eyes which see what it used to be, but not what it is today or will be tomorrow.

"ADVERTISING POTS AND PANS"

One of the best-known and most influential leaders of the electric light and power industry, for example, not long ago made a speech in which he referred to the retail merchandising activities of that industry, contemptuously, as "advertising pots and pans." Well, most people would say that a billion dollars a year was considerable pots and pans, and worth a bit more consideration than that phrase implies.

You can get a lot of light on this state of mind in the industry (and as already pointed out, the personnel and leadership of the gas and electric industries overlap to such an extent that what is true of one is apt to be true of the other) by reading the text of the reports of the companies which competed for the Hurley prize.

Some of the theories of merchandising there put forward are enough to make the late John Wanamaker turn in his grave; on the other hand there are some shrewd and timely observations well worth the study of anybody interested in retail selling. And this same wide discrepancy in opinion and utter lack of standards of practice is reflected in the merchandising advertising (or lack of it) which the big companies use.

It should be evident that there is as much of a job of education in sound retailing to be administered by the manufacturer to the public utility company, as to any other type of retailer. It is a job, unfortunately, that for a variety of reasons (some of which have already been briefly hinted) is being rather worse messed up than any of the other retail-cooperation and education jobs the manufacturer has on his hands.

Tobias Larson Heads California Publishers

Tobias Larson, publisher of the Claremont *Courier*, was elected president of the California Newspaper Publishers' Association at its fortieth annual meeting recently held at Los Angeles.

Other officers elected were: Justus F. Craemer, *Orange News*, vice-president and chairman of the dailies division; E. O. Wickizer, *Foothill Review*, vice-president and chairman of the weekly division; Leo A. Smith, *Santa Paula Chronicle*, vice-president and chairman of the printers' division and Harvey R. Ling, *Burbank Review*, treasurer.

Among the speakers at the opening session were Governor C. C. Young, and A. Carman Smith, president of the Pacific Advertising Clubs Association. Friend W. Richardson, former governor of California, and Paul Cowles, superintendent of the Western division of the Associated Press, were the speakers at the noonday luncheon preceding the election of officers.

Ben H. Read has resigned as executive secretary of the association and will be succeeded by John B. Long, Jr.

C. F. Pietsch Joins Lennen & Mitchell

Charles F. Pietsch, recently with The John H. Dunham Company, Chicago, has joined the staff of Lennen & Mitchell, Inc., New York advertising agency. He was formerly with the H. W. Kastor & Sons Advertising Company with which he was associated both in its New York and Chicago offices.

R. B. Howard Heads Ohio Newspaper Association

Raymond B. Howard, London, Ohio, has been elected president of the Ohio Newspaper Association. Other officers elected were: H. E. C. Rowe, secretary and field manager; G. H. Townsley, treasurer and Granville Barrere, chairman of the board of directors.

Maxwell Droke, Vice-President, Millis Agency

Maxwell Droke has become vice-president of the Millis Advertising Company, Indianapolis. He retains his interest in the Business Letter Institute, of that city, with which he has been connected.

Death of J. Eveleth Griffith

J. Eveleth Griffith, formerly head of the Griffith-Stillings Press, Boston, and prominent in New England printing and advertising circles, died last week at Sharon, Mass. His association with these interests dated back almost half a century.

What Can the Advertising Agency Do for the Non-Advertiser?

And How Should It Be Compensated for Its Services?

By Raymond Hawley

Vice-President, The Metropolitan Body Company

HOW far can an advertising agency co-operate toward the development of the non-advertiser?

Let's look at both sides of the picture. The manufacturer, just the same as the agency, is in business for profit. Without profit it is axiomatic that neither remains in business.

Each recognizes that if a member of his family requires a major operation, it isn't so much a case of a fee as it is of securing an eminent surgeon, skilled in handling such a problem, and who has successfully brought other patients through similar difficulties. The fee is taken for granted. The same applies to the incidental expenses, and the hospital bills are due weekly.

Assume there is an unvalued legal problem. The skilled attorney is promptly secured and the retainer is promptly paid.

As a matter of fact, competent advice from a medical specialist frequently saves expensive medical care and renews the patient; or a continued treatment or diet may accomplish the same ends. Likewise the opinion of the attorney may avoid expensive and embarrassing litigation. In neither case does the physician nor the attorney get paid so much for what he does, but rather because he knows what to do through specialized training and experience gained through similar or related cases.

There must be developed a common meeting ground to bring together the smaller or non-advertiser and the skilled advertising agency. The primary consideration is gaining the confidence of that prospective advertiser and it can't be done on the something-for-nothing basis. In selling, or presenting if you wish, agency service and its divers benefits, just

as in selling anything else, it must be done in terms the prospect can understand and grasp. It must be in the language in which he thinks, for it is his mind to be reached rather than the mind of the agency.

Agencies in the past have, in their enthusiasm and eagerness to serve, been prone to give away too much for nothing. Having solicited accounts for a prominent Four A's agency, I know. Looking back, I believe firmly that the overly generous attitude cost me certain accounts. Yet dealing in intangibles, the prospect demands evidence of the ability to serve him. The evidence, however, frequently is too voluminous or spreads over too much territory.

WHAT THE NON-ADVERTISER KNOWS

Now, Mr. Non-Advertiser in the main is a fairly sound business man. He knows he must pay for his raw material and his labor. He knows that if he intends introducing a new product or a new style it will cost him a lot of money before the product is ready to sell, without even considering the cost of selling it after it is developed. In other words, his very training tells him that he must pay for what he gets and he is suspicious of something for nothing. He wouldn't sell that way, so why should he buy that way?

He knows that his bank won't carry his account unless it produces revenue to the bank. He may use a small bank paying interest on balances of \$500 and over or he may use a bank requiring a minimum balance of \$5,000. He may even carry a personal checking account in a branch where he knows there will be a fifty-cent or dollar charge every month his balance drops below the minimum.

In connection with his business,

— and common sense.

Hanff-Metzger

Incorporated

Advertising

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York



You can't catch two fish



Two fish on one hook

BUSINESS Boston is one of the major key markets of the country. But one trading area, that of New York, exceeds the per square mile density of population of Business Boston. Radiating for fifteen miles in every direction from the center of the city are the homes of over 400,000 families—nearly two million people—who are well-educated, prosperous and financially able to buy the best the market has to offer.

But Boston differs from any other great American city in this one respect—its population is divided. This separation into two great groups is not caused by geographical boundaries. It is not a division of mass and class, of rich and poor, of capital and labor. Rather, it is a division wrought by differences in thought, habits and preference, and is the result of century-old traditions, of heredity and environment.

This duplex grouping of Boston's population is a real stumbling block in the path of any advertiser who may expect to cover the entire market by rule of thumb—it can't be done, any more than the average Izaak Walton can hope to catch two fish on one hook. This divided status of Boston's population must have thorough considera-

tion in any advertising plan designed to cover all of Business Boston.

Boston's newspapers differ as widely in their policies, in their editorial appeals, in their methods of news emphasis and in their advertising value, as the two groups of people they serve. The Boston Herald-Traveler represents one group. The preferences of the other group are divided among the other three of Boston's daily newspapers.

Of the two groups, that served by the Herald-Traveler is admittedly the more important from every standpoint of interest to the advertiser. It is the group of greater per capita wealth. It is the group that by education, culture and buying power is better able to afford and appreciate the luxuries, as well as the necessities, of life. It is the group that in every attribute is most responsive to well-planned, well-executed advertising.

To reach this important section of Boston's population there is but one medium—the advertising columns of the Herald-Traveler. No other newspaper duplicates the circulation of the Herald-Traveler. The Herald-Traveler group is of first importance, but it represents only the more responsive element of Boston's buying power. To reach the balance of the population another newspaper may be used to supplement the Herald-Traveler.

BOSTON HERALD-TRAVELER

Advertising Representative:
GEO. A. McDEVITT CO.,
250 Park Avenue, New York:
914 Peoples Gas Building,
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston newspapers.

Selling seasonal goods the year around is possible; if you sell to Argentina. Its winter is our summer, our summer its winter. Argentina is one of the richest per capita countries in the world, and U. S. exports in 1926 amounting to \$143,600,000 were bought at the rate of about fifteen dollars for every man, woman and child in the republic.

With 60% of the population in cities—2 million in Buenos Aires—marketing and distribution problems are simplified. A ready made market already sold on American goods, it will respond to carefully planned advertising in the same way that brings success in America.

LA PRENSA, the national newspaper, with a net circulation of 255,005 in August (338,605 Sunday) is the one necessary medium to increase sales, in this eager, growing market.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

he may know or feel that he requires the advice and co-operation of a competent agency. Initially, though, he is, through lack of contact or ignorance, suspicious of or unfriendly toward agencies; and here's where the agency presentation must eliminate his misunderstanding. He feels that the agency's primary purpose will be to rush him into a large-space campaign, for he has the erroneous idea that that is the only way an agency can make money through him. Right here, let it be clearly understood that this article relates to the smaller non-advertisers of today—certain of whom, through agency cultivation and development, afford great potentialities and most of whom will prove profitable and satisfactory accounts.

WILLING TO PAY FOR SERVICE

This non-advertiser has a problem vital to him. His plant or his funds or his markets as they exist today may not permit of large appropriations—but he can and will pay for the right service. He needs the independent and unbiased opinion of an agency skilled in solving kindred problems. He recognizes that such individuals and organizations have a knowledge far more extensive than and in many ways superior to his. He can't afford a major mistake and he may have no large surplus, though thoroughly sound with an enviable ratio of assets to liabilities. Likewise he may recognize that his nose has been so close to the grindstone that his focus and prospective are away off plumb. A major mistake to him might not mean the mere passing of a dividend; it might mean the passing of the dividend's parents.

This same man recognizes that the drawings for his new product will cost \$1,000 and the dies made from those drawings \$5,000 or more. Certainly he will be glad to pay at least a few thousand dollars for advice to convert those products into profit-creating sales.

In his heart and soul he may feel he has more vital and pressing problems than initial advertising and he may be right. Possibly

the press won't handle the die. True, he should have found that out. Possibly his contemplated price may be out of line. Maybe his labels or cartons have no character or distinction. Maybe he does not pack in the right manner to gain advantage of the lowest freight rates. Possibly by changing certain methods of manufacture he could ship knocked down and assemble at the other end, paying only the fourth-class freight rate instead of the second, or on LCL shipments one and a half times first-class rate, instead of three or four times. Competition may be strong at certain points and weak in others or a study of competing items will develop certain refinements he could incorporate to inestimable benefit. Maybe his distribution system needs revamping. There are many other problems he may have.

This may be going far afield for agency service; but certainly an agency can't hope to create and maintain a successful campaign for him, and incidentally for its own prestige and profit, if these features are neglected. The most sparkling copy in the world and most charming art work can't eliminate fundamental defects in the plan as a whole.

Now assume a non-advertiser, with all or some of these problems, is approached by a competent, sincere agency which says: "We will prepare an analysis for you at a cost of \$5,000, which sum will be credited against your advertising." No matter how sincere its real determination may be to serve this non-advertiser for his own best interests, the "credited against future advertising" weakens or destroys his confidence. He believes the agency's ultimate intentions are to string him along, so to speak, until he is using large space. Actually that thought was far from mind. The agency's very eagerness to show him its desire to play fair did the damage, cost it the account and weakened his faith in the integrity of advertising.

If your doctor said: "Pay me \$5,000 for the physical research of your anatomy, and I'll apply it on

the cost of prescriptions and crutches on which I'll get 15 per cent"—you would not.

I firmly believe that not only is an agency worthy of its hire, but that it can arrange its presentation of its own benefits to better advantage and get that hire.

The agency and the small prospective non-advertiser know that today the agency has much to do for him where the 15 per cent cannot possibly provide recompense or remuneration. The non-advertiser should understand that in addition to handling his advertising, the advertising agency is prepared to provide him with a frank and unbiased analysis of all those multiple angles on which successful advertising and sales are predicated. The scope of such investigations may range far afield from advertising in the abstract. It's well within the realms of possibility in certain cases that the agency may recommend no advertising until certain other corrective measures are applied. Could it not be understood that this service is rendered for a definitely agreed upon fee basis and that advertising, when later undertaken, will be its own proposition?

This method would place advertising in an even higher aspect, instil greater confidence and most certainly would develop many non-advertisers. In addition to faithfully serving the old, it's new business we must be after. Much of that new business must be developed through creating new uses and fields for our products, or in the case of an agency, its service, rather than merely endeavoring to gain from competitors. New markets must be developed, not merely by holding to the old form and substance, but by developing new uses, methods, slants and systems.

I know of two direct-mail organizations, each striving for new business. One is generous to a fault. The other, while forceful in its sales activities, does not merely stress ability, but makes it clear that it operates on a fee basis. When it creates sales letters, it charges so much per letter, whether or not it handles the me-

chanical end of process letters, sealing and stamping, etc., and makes no concession or rebates therefor. Recently, on this basis, it secured an account for which there had been intensive competition, and which account had previously been placing its work elsewhere, at a lower price.

There are many hundreds of non-advertisers needing agency service and the proper sales approach and presentation will develop added business for advertiser and agency.

Business-Paper Executives Meet

Forward looking plans for the Associated Business Papers were discussed in an all-day meeting of the executive committee of the Associated Business Papers, held recently at New York. Those present were, President J. H. Bragdon, vice-president Merritt Lum, treasurer Warren C. Platt, Malcolm Muir, George Slate, E. E. Haight, Horace Hunter, Everit B. Terhune, C. J. Stark and F. M. Feiker.

Plans were discussed for the executive conference of the member publishers to be held this year at Shawnee-on-the-Delaware early in May. It was voted to again present the awards for editorial excellence in 1928. Last year there were three awards, involving two cash prizes of \$500 and a third award for excellence in general editorial service.

The executive committee expressed itself as particularly interested in the proposed meeting of the Associated Business Papers to be held with the Westinghouse Electric and Manufacturing Company at Pittsburgh, some time in March. The advertising case studies now under way and in preparation by Dr. J. R. Hilgert of New York University, the study of the growth of wealth in its relation to the business press, now being undertaken in co-operation with the Engineering-Economics Foundation in Boston, and the proposed program of co-operation between the trade associations and the business press for forwarding the work of associations all were approved.

Check Writer Account for Brinckerhoff

The Arnold Check Writer Company, Inc., Flint, Mich., has appointed Brinckerhoff, Inc., Chicago advertising agency, to direct its advertising account. Newspapers and magazines will be used.

Ethridge Augments Staff

George L. Robinson and Arthur Gyal have been added to the art staff of The Ethridge Company, New York, commercial art.

Get Yours In Indianapolis!

[With the right product, properly advertised and adequately merchandised, you can easily GET YOURS—and a rich share it is!—in the Indianapolis market. But you can't get it without THE TIMES.]

TIMES circulation is the kind you get action from—over 94% concentrated in Indianapolis and its true trading territory, where it will produce direct and immediate results for your dealers. Judge its sales and profits possibilities by the fact that this circulation of 65,608 (Times A. B. C. figures, September 30, 1927) represents a market of over 250,000 people—a city larger than Atlanta, Georgia—so substantial a part of this market that you must sell it before you can get your share of Indianapolis business.

Indianapolis is a Two-Paper Market!

With two papers, you can cover and sell the Indianapolis market. You can't do it with one. Two evening papers—same field, same time—give you complete and economical coverage, without the heavy and expensive duplication inevitable in a morning-evening combination. One of the two papers you must use is



The Indianapolis Times
A Scripps-Howard Newspaper

100% Evening Newspapers

We are doing one thing—and that one thing our best.

Our list consists of 6-day evening newspapers. Each evening newspaper is of major importance in its market; each market one that no national advertiser can afford to overlook.

Rodney E. Bookman
9 E. 40th Street, New York

CHICAGO
929 Hearst Bldg.

BOSTON
5 Winthrop Square

ATLANTA, GA.
82 Marietta St.

Chicago American
Albany Times-Union

Boston American
Detroit Free Press
Rochester Journal

Atlanta Georgian

Baltimore News

Ten Good Evening Newspapers in Ten Good Markets

Each of my associates in our various offices understands each of these newspapers and each of these markets thoroughly because of his years of acquaintance with these newspapers and markets. You are therefore assured the fullest information readily available by contacting with any one of our offices, or any one of our representatives.

Boo **General Manager National Advertising**
2. 40th New York

DETROIT
Book Tower Bldg.

ROCHESTER, N. Y.
136 St. Paul St.

Detroit Times
Journal
news

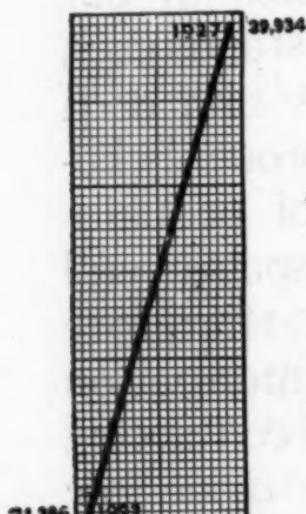
Syracuse Journal
Wisconsin News

Washington Times

Feb. 2, 1928

Going up all alone

IN ATLANTA



**City Circulation
Atlanta Georgian**



**Total Advertising
1927 Gains and Losses**

City circulation of the Atlanta Georgian is daily writing new high figures. The graph shows the growth from 21,386 in 1922 to 38,934 in 1927 (September publishers statement to A. B. C.)

The Georgian-American is the only paper in Atlanta to show a gain in total advertising, a gain in food advertising and a gain in automotive advertising.

ATLANTA GEORGIAN

Mr. Little Presents Himself as an Advertisement

With a Group of Advertisers as His Audience, a Meeting as His Medium, and a Speech as His Copy, He Gives a New Slant to Some Old Ideas

By A. E. Little

Advertising Manager, The Thew Shovel Company

[EDITORIAL NOTE: These are the highlights of a talk made before a recent meeting of the industrial division of the Cleveland Advertising Club. The talk was extemporaneous. On request Mr. Little prepared a summary of his remarks for PRINTERS' INK's readers.]

WHAT am I here for? You probably think it is to entertain or instruct you. Nothing of the sort. I'm here to sell myself. You see, I think I am good. I know it, in fact. I want to sell you that idea.

So I am the producer, you the skeptical prospect. You are investing your valuable time in the hopes of commensurate return for your expenditure. Will you get your money's worth? You expect or hope to learn something new, although you ought to know there is nothing new under the sun.

If I can disguise some old shop-worn ideas in new clothes and make you like 'em, I'm a good advertisement. "How to do it?" —that's the question.

As I said, I want to sell "myself." In telling you this I am making the first big mistake of many advertisers. I have put you on guard. I should have tried to make you feel that I am speaking solely in your interest.

Being here to sell myself, my first impulse was to drag out the old Thesaurus, the Harvard Classics, a flock of joke books and then—waft you to the skies on the wings of oratory. I would have you go away from here marveling at my eloquence.

But would you? Wouldn't my verbosity have a ring of insincerity? Wouldn't you, who know that I am not naturally eloquent, be suspicious? Isn't that the reaction you get from copy written in words that you know the ad-

vertiser wouldn't think of using in personal selling? Even if you did admire my eloquence would you remember what I said?

If you were to come to me in private and ask my opinions on copy and layout, I would be so eager to explain my pet theories on the subject that I would forget fine phrases and impressive postures. I would just talk and you would just listen and tomorrow you might revise some of your own opinions, unconscious of the reason.

But when I stand here before a whole flock of "yous," I just have to strut my stuff. That's the first stumbling-block of the manufacturer or the copy writer. Conscious that he faces a crowd, he is afraid to be natural. He must be eloquent, clever, highbrow. Bales of books have been written on the subject of how to write copy, but I think you can boil the subject down to two words: "Be yourself."

BURNING THE PROSPECT

When Mr. Producer pays good money for copy he wants his money's worth. It must be clever. It must have "punch," whatever that means. Copy writers, realizing this fact, try to please, many contrary to their better judgment. Copy must scintillate with words the manufacturer would consider silly from the lips of his salesmen. He must burn his message into the very souls of his prospects; but these red-hot messages look like branding-irons to the reader. He doesn't care to be burned.

Look through the trade papers. Note the high-sounding, unnatural, insincere copy everywhere, splashed

with meaningless adjectives, filled with bromides and rhetoric, impossible conversations, anything but real information.

When you see a straightforward, simple statement of fact, the very thing you want to know—how refreshing! Apparent cleverness will attract attention, it is true, but it seldom carries you on to the next step in the intended mental path.

It is difficult for us to see through another's spectacles; that is why my first impulse was to talk about that with which I am most familiar, which interests me most, "myself." My product is part of me. That's why I find it so hard to separate it from myself. I can easily appreciate why this is true with manufacturers.

YOU PROBABLY KNOW JOHN

Take the case of John Smith. Everybody knows John. He invented the left-handed teapot. He realized the public demand for left-handed teapots. The big idea, the reason why, came to him in a flash, but the details of design and materials took him months to work out. It required a whole week to determine whether the whang-doodle should be above or below the whizzengibbet. He had to be sure the right materials were used to stand the strains and stresses of usage. He determined to turn out the best possible left-handed teapot. And he did.

Now, wasn't it perfectly natural that the thought and consideration that had taken so much time should obscure the original reasons why? It was inevitable that John should think the public interested in his toil and effort to turn out a quality product. The article itself, over which he had sweat blood, loomed up on his mental horizon all out of true proportion to the buyer's reason for wanting it.

So John took thirteen pages in the Thursday *Evening Whizbang* to tell the public about how much time and labor he had devoted to their interests. But did they appreciate it? No!

"What a dumbbell," they thought, "to struggle so long with such a simple problem! There's really

nothing to it." The campaign failed.

Then a good advertising man showed him the error of his ways and he borrowed some more money and tried again. The advertising man concentrated on a single thought: "Mrs. Housewife, you can now pour tea with your left hand while your right remains free to powder your nose." The market was soon won and left-handed teapots are now known the world over.

I agree that copy should be plenty long enough to cover the subject, but I also believe that most copy covers the subject to the point of suffocation.

I am getting more short-winded in my copy every day. If a picture will tell the story, why use copy at all? You have probably heard the fish-market story.

The proprietor put up a sign, "Fine Fresh Fish Sold Here Today." A friend, in passing, remarked, "Don't you sell fish every day?" "By George, you're right," said Mr. Fishman, and crossed off "Today."

Another asked, "Why the 'Fine'? If they are fresh, that's enough for me." So he crossed off the "Fine." "Do you ever give fish away?" inquired another friend. "Why, no," said he, and scratched the "Sold Here," leaving the simple statement, "Fresh Fish." What could be more to the point than that?

But wait. Another friend, an advertising man who knew his psychology, objected. "Don't you know," said he, "that you are suggesting by negation the possibility of fish being not fresh?" So the poor advertiser scratched again, leaving the simple word "Fish."

Then a stranger passed and after sniffing the air exclaimed, "That's a fool sign. I'll tell the world he sells fish." Why use copy at all if you can tell your story more effectively otherwise?

Now, as to layout. I'm not going to lay down any rules. What is layout for? Judging by a great many advertisements, its object is to confuse the reader, to give him the blind staggers.

It seems to me layout should

NATION'S BUSINESS



FEBRUARY, 1928

A Plea for

“ NATION'S BUSINESS has always appealed to me as representing high ideals of commerce and industry, a publication fully entitled to speak for the American business man.

C. H. MARKHAM,
Chairman of the Board, Illinois Central System, Chicago.

”

for More
Government
in Business
By A MANUFACTURER

80 Years of Gold
By John Hays Hammond



MORE THAN A QUARTER MILLION CIRCULATION

lead the mind as painlessly and unconsciously as possible from attention to conclusion. It should be a smooth highway down which the attention can travel without effort to the thought you wish to convey to the reader.

Sometimes artistic or freak layout is used to induce the reading of uninteresting copy. If you tell a man something he wants to know you don't have to force it down his throat.

Now, to conclude. It is impossible to tell all about your product in an advertisement. Why try? If you try to see all the acts in a three-ring circus you see nothing even though you have paid to see and want your money's worth. Why, then, expect your prospect, whose attention and interest you must capture, to see all the acts in a three-ring advertisement?

One vital idea retained in your reader's mind is better than a thousand which do not register.

To illustrate with Thew advertising. All power shovels have booms, dippers, cables and what not. Of course Thew booms, dippers and cables are best, but it seems that the others are also best.

But comparisons are obnoxious.

Thew and Thew only has the center drive. Here, then, is the thing to shout about, and we have shouted. During 1927 the Thew center drive has been the theme and motif of our advertising. Buyers have come to realize that if this center drive is worth making so much noise about it must be good. The shovel-user feels that he really can't afford to buy a shovel, crane or dragline, until he has investigated this "center-drive thing."

True, we have numerous good points of comparison, but we leave that phase of selling to the salesmen. They do not have to invent new arguments. We have not stolen their thunder.

Thew advertising is intended primarily to lead the buyer into contact with Thew salesmen, who are fully capable of carrying on from that point.

A wonderful year's business in 1927, the best by far that Thew

has ever had, seems to verify our judgment.

To sum up, remember that your prospect looks through different glasses than your own. Tell him what he wants to know so naturally that he will get it without conscious effort. See that he remembers your goods, not your advertisements. Lead him to you by curiosity as to what you make, not as to what you mean.

Simple, isn't it?

Knox Hat Sues Over Use of "Vagabond" Name

The Knox Hat Company, Inc., New York, has filed suit against Baer Bros. Company, Inc., also of that city, for an injunction restraining use of the word "Vagabond" in the sale of hats. The complaint alleges that Baer Bros. conduct a retail store, known as the Betty Wales Shop, and have been selling hats, locally and nationally, under that name, whereas the plaintiff succeeded the rights and trade-mark of the name in 1915, and in 1922 registered the name in the United States Patent Office.

Borden Acquires Merrell-Soule Company

The Borden Company, New York, has acquired the Merrell-Soule Company, Syracuse, N. Y., manufacturer of Klim powdered milk, "None Such" mince meat, Breadiac, Parlac, etc., and its subsidiaries, including the Canadian Milk Products Company, Ltd., and the Merrell-Soule Company of England. A reorganization of the Merrell-Soule company will take place, according to officials of that company, and it will operate as a subsidiary of the Borden Company.

San Antonio Portland Cement to Conduct Campaign

The San Antonio Portland Cement Company, San Antonio, Tex., is planning a newspaper and outdoor advertising campaign for the Southwestern territory. The Pitlik Advertising Company, of that city, is directing the newspaper advertising of this company.

New Milwaukee Printing Business Organized

The Columbian Art Works, Inc., Milwaukee, has been incorporated to conduct a publishing and printing business. H. H. Coleman, T. W. Norris and Bert Vanderveide are members of the new concern.

Dress Account to T. L. McCready

Max Greenberg, New York, maker of Blackshire gowns, has appointed T. L. McCready, New York, advertising, to direct his advertising account. Fashion magazines will be used.

"Ask *LA NACION* about ARGENTINA"

Extraordinary Pulling Power

Superior Coverage

Prestige

LA NACION

of Buenos Aires

LA NACION is a morning daily which has an undisputed influence over the minds of the Argentinians. Its make-up and standards are similar to those of the leading American newspapers.

LA NACION during 1927, led in all classifications of daily advertising by 1,340,676 lines over its nearest competitor in Argentina.

Editorial and General Offices in
the United States:

W. W. DAVIES

Correspondent and General
Representative
383 Madison Ave., New York

United States Advertising
Representatives:

S. S. KOPPE & CO., Inc.

Times Bldg., New York
Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation,"
by Dr. Jorge A. Mitre, Publisher of LA NACION

It Pays to Advertise in LA NACION

"Ask ARGENTINA about LA NACION"

Portland know their



This survey was conducted by an independent organisation — for a group of Portland merchants. 889 Portland retail grocers were interviewed personally.

**53% rely on market news.
.... only 38% second paper.**

City-wide survey among grocers reveals an overwhelming preference for The Oregonian this typical class of Portland merchants.

WHAT newspaper do you read?" asked the investigator for a survey in Portland. 55% of Portland's Retail Grocers answered, "The Oregonian." Only 49% mentioned the second paper.

It is significant that every one of the six major departments of a newspaper Portland grocers overwhelmingly choose The Oregonian (see chart opposite page).

THE GREAT NEWSPAPER THE OREGONIAN

Nash
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285 Mad

Grocers in Oregonians

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Difference facts that explain Oregonian popularity are reproduced for you here—

NEWSPAPER PREFERENCES OF RETAIL GROCERS

1. WOMEN'S FEATURES

Oregonian 42%
Second Paper 32%

2. RADIO NEWS

Oregonian 65%
Second Paper 26%

3. MARKET NEWS

Oregonian 53%
Second Paper 38%

4. GENERAL NEWS

Oregonian 39%
Second Paper 28%

5. SPORT NEWS

Oregonian 57%
Second Paper 25%

6. EDITORIALS

Oregonian 38%
Second Paper 26%

This overwhelming preference for *The Oregonian* among retail grocers is not an outstanding exception—it is the rule! For the grocers reflect the newspaper preferences of a large majority of Portland people.

* * * * *

Food advertising to succeed must convince the grocer as well as the house-wife. In *The Oregonian* you reach most of the grocers as well as the most important element of Portland's housewives.

The Oregonian

PORTLAND, OREGON

The Great Newspaper of the Pacific Northwest

Circulation over 106,000 daily, over 158,000 Sunday

Nationally Represented by VERREE & CONKLIN, Inc.

New York	Chicago	Detroit	San Francisco
285 Madison Ave.	Steger Bldg.	321 Lafayette Blvd.	Monadnock Bldg.

R THE PACIFIC NORTHWEST

A *new*
**Hearst morning
 newspaper—the
 Oakland Times
 starting February 1**

A single Metropolitan Morning News-
 paper in a rich and densely populated
 district containing 7 closely linked
 cities—that is the Oakland Times.

Over 650,000 people live, earn and
 spend here—in the metropolis of
 Oakland—in Berkeley, seat of the
 University of California—in the
 busy industrial cities of Richmond
 and Emeryville—the residential
 cities of Alameda, Piedmont, San
 Leandro and adjacent territory.

The Oakland Times will be the Home
 Town paper throughout Alameda and
 Contra Costa Counties, comprising
 the important buying district on the
 Continental side of San Francisco Bay.

Published in Oakland, California,
 every day except Sunday.

Representatives

W. W. CHEW
 Eastern Representative
 285 Madison Ave.
 New York City

W. H. WILSON
 Western Representative
 725 Hearst Building
 Chicago

T. C. HOFFMEYER
 Pacific Coast Representative
 625-6 Hearst Bldg.
 San Francisco

Turning the Slow Payer into a Discouter

It Is Merely a Case of Proper Understanding and Constructive Counsel on the Part of the Salesman and the Credit Man

By H. A. Doharr

Correspondence Supervisor, Eline's, Inc.

THE longer I live to study the subject, the more convinced I am that the slow-pay evil starts right at home; that it begins in the sales department and ends in the credit department.

J. L. Thompson's arguments in the January 19 issue of PRINTERS' INK ["How Much Does It Cost You to Sell to Slow-Pay Customers?"] are as impregnable as the Rock of Gibraltar. I agree with him as to the disease, but differ with him as to the cure.

There is no gainsaying the fact that there are far too many retailers. There, furthermore, is no denying the fact that there are far too many inefficient retailers, unskilled in the knowledge or science or whatever you wish to call it, of buying and selling. To eliminate all in the latter class by refusing credit would seriously curtail distribution. To educate all of them and make efficient merchants out of them, would be a practical impossibility. So what's to be done about it?

The answer is not so hard as it may seem: (a) Intelligent selling to counteract unintelligent buying; (b) constructive credit service to counteract destructive paying service. That's what I meant when I said the slow-pay evil begins in the sales and ends in the credit department. But this, I know, requires some explanation.

There is just one prime reason why any healthy man is in business, and that's to make money. There is only one good reason why any retailer should stock your firm's or my firm's product, and that's because he is making money doing so. Mind you, I don't say *can* make money, but *is* making money. There's a difference.

No matter how much money he can make handling a product, he

isn't making it unless he is turning his capital investment in it with sufficient frequency, based upon his margin of markup, to net a reasonable profit.

It is the sales department's business to determine what the rate of turnover on its product or products should be; and it is the sales department's job, through its salesmen, to determine the quantity the dealer can reasonably dispose of within that time and sell him that much and no more. It is, furthermore, the sales department's job, through its salesmen and sales promotional work, to coach the dealer in the best methods of selling its firm's product.

It is the credit department's job to educate the inefficient dealer, who naturally is, or soon becomes, the slow payer, in the principles of credit. That requires skill, of course. It must be so tactfully done that the dealer doesn't know he is being educated.

The purpose of credit is to enable the debtor to resell the merchandise so bought, and pay for it at maturity of the invoice out of the money received from its sale. I am not talking about the much smaller percentage of retailers who are financially able to discount their bills.

CONSIGNMENT IS NOT A SALE

Credit and consignment do not differ so widely in principle, but do differ widely in degree. Credit is a contract resulting in a sale. The title passes to the buyer. Consignment is not a sale at all. Title remains with the seller, the merchandise so placed to be accounted for and paid for according to the terms of the consignment agreement. But in both the principle of selling the merchandise first and paying for it after-

Feb. 2, 1928

Feb. 2

ward out of the proceeds of the sale remains the same.

The inefficient merchant's trouble is largely due to selling the Smith Manufacturing Company's product at a profit, and using the money so derived to pay for the Sellem & Getit Manufacturing Company's product that is still on his shelves, and likely to stay there or move so slowly that he will have to take a loss no matter which it does.

In my opinion, it is the Smith Manufacturing Company's credit department's job to educate the inefficient merchant to pay for the Smith Manufacturing Company's product, out of the sales of its product. If anyone must wait, it should be the Sellem & Getit Manufacturing Company. Its policy of over-selling the merchant something for which there is little potential demand, or for which it has failed to create a demand, isn't deserving of more considerate treatment. It is largely responsible for the merchant's inability to discount or meet his bills at maturity.

In arguing against over-selling, I am fully aware of the dangers of under-selling or hand-to-mouth buying. There is a middle point between these two extremes.

I have in mind a large manufacturer of knit goods doing a national business. It is an old, established firm. By making and extensively advertising intimate ware of quality at a moderate price, it built up an enormous volume of sales. The policy was to load the retailer to the gills, on the old theory that the heavier he was stocked with its brands, the harder he would push them and the less inclined he would be to stock competitive brands. Eventually the company's volume of sales dropped to a point where something had to be done about it. It went into executive session and decided that the cause of the trouble was over-selling. It was.

It then inaugurated a campaign of educating its customers to buy smaller quantities and more frequently, stressing the bigger profits to be derived through a more rapid turn-over of working capi-

tal. Its volume of sales showed a steady and gratifying increase each year, but net profits didn't. A thorough analysis of sales disclosed the fact that a large percentage of its orders were for amounts averaging in the neighborhood of \$5, and that the cost of handling such small orders more than equaled the margin of profit. It found that these small orders came largely from nearby States by mail, telephone and telegraph and that they were placed anywhere from a few days to a few weeks apart. The company is now trying to educate these customers to buy less frequently and in greater volume—a point between the two former extremes.

I agree with Mr. Thompson that there are many persons in the retail business who are not merchants and who never can be developed into merchants. It is the credit man's job to weed them out. But to class all slow payers as unprofitable and not worth while is, in my opinion, going to the other extreme. Each case constitutes a separate problem; and it is part of the credit man's work to help the dealer become a better merchant so far as buying, selling at a profit and paying for his firm's product are concerned.

The credit man must do 100 per cent teamwork with the salesman. Between them they must analyze the slow payer's difficulty and decide whether he can be redeemed. The hopeless should be eliminated. But by a proper understanding and constructive counsel on the part of the salesman and the credit man, many a slow payer of today can be transformed into the discounter of tomorrow.

Whether it pays depends altogether on how intelligently and thoroughly the credit man and the salesman do their work. I know of instances where it has paid tremendous dividends; others where it didn't pay at all. There is no panacea for the ills of business. Each must do its own thinking and solve its own problems its own way. And the guiding factor always must be plain *common sense*.

Who buys what you make?

EVER stand behind a counter in a store and sell goods? Ever talk with the people who buy what you make?

Pretty simple people you'll find them. Literal minded—unimaginative.

Does your copy speak their language? Face to face would you talk as you do in your copy?

Take your present campaign. Read the copy. Study the layout—the art work. Are you sure you are appealing to your logical customers? Do they really know what it is all about?

Ruthrauff and Ryan

inc.

NEW YORK
CHICAGO
ST. LOUIS

When Competition Is a Benefit

Why One Master Store Could Not Get as Much Business as Many Smaller Ones

SAMUEL WHITMAN—ADVERTISING
PITTSBURGH, PA.

Editor of PRINTERS' INK:

I am wondering if this merchandising principle has ever been discussed in your valuable publications.

Suppose every chain grocery store in a block were controlled by one company, under one name, would this company's stores record the same total volume of sales as now had by the stores under separate ownership?

Two chain stores are right next to each other. Both are doing a profitable volume. Suppose one of the chains takes over the other store, will it do the same volume that both stores together did?

If not, what is the merchandising reason? Does the fact that stores are under different names create so much new business, or is the usual volume only divided when a new chain enters a district?

I shall appreciate any light that you may offer on this subject.

SAMUEL WHITMAN.

WE have frequently stated in the PRINTERS' INK Publications that there are too many retailers. As time goes on and merchandising developments unfold, we see no reason to alter our opinion. Nevertheless we steadfastly believe that competition, in a measure at least, is the life of trade. This, generally speaking, is why all the stores of any one classification in a town or on a street could not unite in one master establishment and sell as much merchandise as before.

We are reminded, in this connection, of a story recently told one of our staff writers by James Simpson, president of Marshall Field & Company. Many years ago, shortly after Mr. Simpson became an employee of the original Field establishment, Marshall Field informed him one day that he had leased some property on the corner of State and Madison Streets, Chicago, to Mandel Brothers, then young and struggling retailers. This location being only one block down the street from Field's store, Mr. Simpson could not understand the transaction. He feared the Mandel store would become strong competition for Field's. This has since proved to be the case, Man-

del having for a long time been one of the largest and most prosperous department stores on State Street.

"Young man," Mr. Field replied, "I know the Mandels are keen and capable merchants and I expect them to build up a big business. If they do, they will help just that much in making our part of State Street the leading trading section of Chicago. The more I can succeed in centering the retail trade of this town near my store, the more I will help my store."

Marshall Field had foresight. Mandel has built up a great business and other stores have followed in that section with the result that the really big shopping center on State Street is only about two blocks long with Field's on one end and Mandel's on the other. Merchants are ready to pay almost any premium to get in or near those two blocks. In a recent editorial we commented upon the final success of the Woolworth 5 and 10-cent chain in securing a location across the street from Field's—something which Frank W. Woolworth vainly tried to accomplish during the closing years of his life.

The merchandising principle back of it all is that two first-class stores can bring more retail trade to a street, section or district than can one working alone. The advertising of one helps the other and vice versa. Two great department stores, working in this way, can create actual business that neither could realize alone.

This principle would hold good to an extent even if several stores on a street or in a district were operated by one management or under one name, as suggested in the hypothetical case brought out by Mr. Whitman. It is rather a common thing for the leading drug chains, for example, to have as many as four or five stores on the main street of a suburban section. This is done to center the trade.

Harry, G. Selfridge, who intro-



**Thomas R.
Preston
of
Chattanooga,
Tennessee**

President	Hamilton Nat. Bank, Chattanooga, Tenn.
President	Hamilton Trust & Savings Bank
President	American Bankers Association
President	Bank of Spring City (Tenn.)
Director	Penn-Dixie Cement Corporation
Director	Standard-Coosa-Thatcher Company
Director	Tennessee Electric Power Co.
Director	Richmond Hosiery Mills
Director	N. C. & St. L. R. R.
Director	Dixie Highway Association

**editorial influence
with men of
influence**

**AMERICAN BANKERS
Association
JOURNAL**

110 East 42d Street

New York City

CHICAGO

LOS ANGELES

(25,270 net paid A. B. C. reaching 9/10
(of the Banking Capital of America)

TWO LETTERS about Youth in Advertising Copy

Some of our recent advertisements have stressed the place of youth in writing advertising copy.

Under the heading of "Flaming Youth and Flaming Copy" we said, "The writing of copy is more and more a business for young people. Most of the things that advertising offers are bought by people of the restless years." It's the people in their twenties and thirties who are building houses, furnishing homes, raising families, buying cars.

Came the dawn. Came the postman. Came letters with protests like this from the Middle West:

Gentlemen:

Your advertisement of October 27 in Printers' Ink is ridiculous.

Do you mean to say actually that good writing, or even writing that flames, quivers, sparkles, and scintillates, is wedded to an age?

Thomas Hardy at 80 years of age was still the Olympian of the literati. Bernard Shaw at 70 is still keen, pungent, and piercing.

What do you find about youth that is so needful in advertising copy?

Sincerely, E. H.

* * *

To which we made replies like this:

Dear Mr. H.

..... We were talking about the writing of advertisements. Now there is bound to be a relationship between all forms of writing, and there is no denying a kinship between advertising and fiction or belles lettres, but the connection at best is a distant one. Our reference was purely to people who were writing advertisements. There, undeniably, youth is nearly as important a factor as talent.

Certainly we can imagine no person who would have been a greater disappointment as an advertising agency copywriter than Thomas Hardy, unless it be H. G. Wells or possibly Rudyard Kipling. After these men had exhausted the possibilities of their own signed testimonials, and when they were forced into the anonymity of the professional advertising writer—forced to dig up other facts instead of falling back upon their imaginations—forced to write to men about batteries and tooth brushes, and to women about face creams and fabrics, it would not be long before someone "nearly thirty" was writing the copy that got itself printed.

You ask what we find about youth that is needful in advertising copy. Well, young people write, work and speak with undimmed enthusiasm. They are tireless. They are not afraid of wearing out shoe leather. They do not know forty reasons why a thing cannot be done. They do not say, "Oh, yes, I know. Something like what I did for Hoofus Goofus in 1915." They are more anxious to build up a reputation than to rest upon one.

Very truly yours,

GEORGE BATTEEN COMPANY, Inc.

Most certainly there are activities in advertising where age confers benefits a-plenty . . . but use young writers in talking to young buyers.



GEORGE
BATTEEN
COMPANY

INC.

Advertising

+

NEW YORK
CHICAGO
BOSTON



Last Year's Poultry Business **\$1,250,000,000⁰⁰**

Figure out for yourself the sales opportunity the poultry market offers you. Then ask yourself this question: "Can I sell poultry raisers through advertising in general farm papers.....when investigation has proved that many poultry raisers do not even take general farm papers?"

If you were a poultry raiser.....if your family's comforts and pleasures depended largely upon your income from poultry.....you would devote the major part of your reading time to a poultry magazine. No question about it.....for that is exactly what more than 125,000 of our subscribers do. Reach these poultry raisers, who enjoy better than average incomes, by advertising in the

American Poultry Journal Chicago, Illinois

The Oldest and Best Poultry Paper—Established 1874

duced the American department store idea into London and made a great success of it, recently made this remark to D. F. Kelly, head of a Chicago department store, during a visit in that city:

"It is a great pleasure to do business in London—in fact a real joy. Merchants there, while strong competitors, are most considerate of one another. I mention this because of my vivid recollection of the competition on State Street which I believe to be the keenest in the world—as well as the fairest."

Mr. Selfridge knows the difference between destructive and fair competition. Destructive competition, in retailing as in any other line of business, may be said to include these:

Watching the opposing dealer's advertisements and immediately reducing the price to get below his regardless of profit.

Making a determined effort to learn when a competitor is going to have an important sales event and striving to come out ahead of him or at the same time.

Attempting to gain business by boastful, extravagant and sometimes untruthful statements in advertising.

Great business houses that have reached complete success have not used such methods. On the contrary they have benefited from competition in a constructive way as has been done by department stores the country over.—[Ed. PRINTERS' INK.]

Bruce Logie with Mead-Gréde Printing Company

Bruce Logie, formerly with the advertising department of the Chicago Addressograph Company, and more recently production manager for the C. A. Heineken Company, New York advertising agency, has been appointed sales promotional manager of the Mead-Gréde Printing Company, Chicago, successor to Rogers & Company, of that city.

S. B. Galey Joins Blanchard-Nichols-Coleman

Strand B. Galey has been made resident manager of the Chicago office recently opened by Blanchard-Nichols-Coleman, publishers' representatives.

"Busting Bombs for Business," a Prophesied Greeting

ROLLINS HOSEY MILLS

DES MOINES, IOWA, Jan. 18, 1928.

Editor of PRINTERS' INK:

We have read with interest the "Merry Christmas" article by Jules Freedman, advertising manager of the Manhattan Shirt Company, and are wondering if he really meant all that he said.

We picture Mr. Freedman at the time he wrote this article as sitting at his desk with perhaps twenty-five or thirty of the usual greeting cards before him. Out of this array he could probably pick but three or four as coming from business friends, who are really sending a sincere Christmas wish. Perhaps his state of mind at that time rebelled against all greeting cards. Now that he has had some time to cool down, I wonder if he still has the same reaction.

In a great measure we are inclined to agree with Mr. Freedman. We do not send greeting cards to our customers, but we do arrange for a neatly printed card which is used by our salesmen to send to their various accounts. If we were to send Christmas greetings in any form, it would probably be a neatly written, personal letter excluding all business or hints of business in our endeavor to make the customer feel that we were really appreciative of his patronage. The Rollins Hosiery Mills says its Merry Christmas and Happy New Year through the pages of our house-organ.

We, too, have received our quota of various "flora and fauna" of printed expressions of appreciation for business that we have never given. How this reacts for future business to the sender of such greeting cards I would hesitate to say. Somehow, we wonder why firms do not keep up the greeting idea by sending us a lovely, lacy Valentine about this time of the year, or a bunch of violets at Easter, or a couple of fire crackers on the Fourth of July.

I suppose that one of these days we will have a "take off" from the "Say It with Flowers" slogan and the "Scatter Sunshine with Greeting Cards" idea which will take on somewhat the following phraseology: "For Business Fine Send a Valentine," or "Send an Easter Flower for Good Business Tomorrow." Then, getting down to the Fourth of July, we may have some firm coming out with something like this: "Busting Bombs for Business."

I presume that even after all we have said about greeting cards Santa Claus will continue to come down the chimney every Christmas just the same as he always has, and thousands and thousands of folks and business houses will continue to send out greetings.

We do appreciate a nice, warm, friendly greeting from friends, but it does seem just a little bit out of line to extend back-slapping, hand-shaking greetings when back of it all there is the selfish attitude that through such a token big business is bound to follow.

A. W. LITTLE,
Advertising Manager.

How Much Are Brains Worth?

Editor of PRINTERS' INK:

I would like to get your opinion on a certain matter that has come up in this office, concerning salaries. You are in a position to inform me as to the general scale, and to advise about this particular case.

We of course wish to get men for as little as possible, the same as all the rest—but when we do get a man and he proves to be good we want to give him a square enough deal so that we can count on him sticking by us, in any pinch that may arise. Incidentally we do not want to pay a higher salary than is necessary to keep him, and feel square about the matter.

We hired a young man twenty-four years of age just out of college this last June. He had worked at various positions throughout the last ten years of his life which prepared him only in a general way. Gave him a wide experience with life's cross section. We put him at work at the lowest wage we could get him for, at copy. He has done very well indeed, in fact exceptionally well. I have nothing to say but the very best of himself and his work.

Now he has the idea that he should have a salary of not less than \$40 per week. And I want to be fair to him so I wanted your opinion in the matter. I would like to add that he neither smokes nor drinks, has no bad habits, has a good personality, meets people well, and is improving rapidly in the copy end of the game. Also to see if he had the stuff in him I hired him at \$20 per week. It's hard for a college grad to take \$20 a week, running behind in funds every week and stick—he has stuck and that counts quite a bit in my estimation.

Now you have his description—What should I pay him? Or in other words, what is his type worth to an advertising agency?

I would appreciate your attention to this matter and an early reply concerning the salary scale in the advertising game, and the reasonable salary in this instance.

THE above letter comes to us from an advertising agency in the Middle West. It brings up a question which interests every employer of men and every man who works for wages and salary.

Our correspondent says that he wishes to get men for "as little as possible, the same as all the rest." Yet there may be some divergence of opinion upon this point. There was a time in industrial history when low wages were thought essential to high profits. Men then

tried to get other men to work for them for as little as possible on the theory that hiring men cheaply was the height of managerial ability. Today, most of the captains of industry consider high wages and high salaries for good productive ability to be the best sort of managerial economy. If the opposite were true, China and India would be in the forefront of progress.

Having got rid of that generality, let us consider in detail the young man twenty-four years of age just out of college last June. He seems to have had a rather thorough preparation for his work as an advertising man. Having been placed at copy work at the lowest wage for which they could get him, "He has done very well indeed, in fact exceptionally well." He has stuck for \$20 a week and now he thinks he is worth \$40. What is the salary scale in "the advertising game?"

There is no salary scale in the advertising business. In the advertising business, agency men are giving their best thought to financial incentives for men who are able to make profits for them.

We put the matter up to the vice-president of a prominent New York advertising agency which is noted for hiring good men and paying them well. He told the story of a former client of his, a nationally known advertiser, who had a policy of calling the younger members of his organization before him every year between Christmas and New Years, and either letting them go or substantially increasing their salary. "A man who has worked for me a year," said this executive, "is either going ahead or going backward. I don't want him here unless he is going ahead. If he is going ahead I want to pay him more. I have found out it isn't what you pay for men but its what you get for what you pay that builds a sound organization."

The agency executive told me that he had followed the career of the man who made that remark during the intervening years, and that he had watched his sales grow from less than \$1,000,000 to more

Where There's a Jam There's a Key

THIS statement will be read by a number of executives whose duties are to increase sales and to decrease sales expense.

Probably all of them have profound faith in the value of their respective products. Many of them are making serene and satisfactory progress. But some of them have a troubled feeling that neither their salesmen nor their sales dollars are delivering enough power to keep the sales curve climbing. These are the men to whom we would talk.

We can help them. There may remain nary a dollar of their advertising budget. No matter. Advertising may not enter into the picture at all.

When a log drive gets into a jam that stops all progress, sure-footed, experienced analysts hunt for the key log, snag it out of the tangle and release the whole mass to the current. Marketing experts do the same for sales. The key to the jam may lie in some detail apparently insignificant but actually of life-or-death importance. The cure may be found in some move totally unrelated to advertising. The average advertising agency doesn't even look toward it. The thoroughgoing, experienced marketing organization can't miss it.

We suggest here merely an invitation to explain our service and present evidence of our capability. If need for it exists, the need will be apparent. No argument or artifice will make it seem to exist.

JAMES F. NEWCOMB & CO. INC.
Advertising • Merchandising
330 SEVENTH AVENUE, NEW YORK, N.Y.
Telephone PENnsylvania 7200

than \$20,000,000 a year, and also that he attributed much of the success of the organization to the policy of paying men what they were worth or getting rid of them. The same rule applies in an advertising agency or any other organization.

The man who is willing to pay just enough, or what he thinks is just enough, to hold a good man is likely to lose him to another employer who believes in offering a real financial incentive to a young man with high potential earning power.

We have heard many men say recently that cheap, mediocre men are easy to get, but that high-price men of imagination and ability are more difficult to find. This is especially true in copy and contact work. There are always openings for men who can write good copy and then sell it. During the depth of the 1920 depression, when all sorts of jobs were difficult to get, there were nevertheless many requests for good copy men who could combine with their ability to write copy, the ability to meet men and discuss markets with them intelligently.

While there is a scale for elevator men in New York apartments on Park and Fifth Avenues which varies from \$80 to \$90 and more a month, while town clerks in New Jersey receive from \$3,000 to \$4,000 a year and health officers a little more, collectors of taxes a little less and town treasurers about the same, we cannot lay down any fixed sum for a copy writer twenty-four years old who has proved his ability.

The city in which he works is not a large one but the cost of living is not particularly cheap there. The sum which he asks is not exorbitant. One competent observer said recently, in speaking of the salaries of advertising managers: "If the individual advertising manager has neither the personality, brains nor ability to impress his management that he is worth more, then he must be held responsible for the consequences." The same applies to copy men. This young man has been able to impress his superior sufficiently to

have the latter write to us to ask our opinion.

Our answer is, therefore, if he is producing good work, if he is making a good profit for the agency, pay him \$40 a week now. Pay him more six months from now if he continues to improve. Brains, personality, good habits, the ability to stick in the face of discouraging circumstances, and the worth-while ability to meet men, are rare qualities and worth real money. The advertising business needs more young fellows like the one described. Let him have the \$40 per. Perhaps he wants to get married. In addition, he is probably the only copy writer in captivity who doesn't smoke.—[Ed. PRINTERS' INK.]

Stickel Company Changes Name

The name of The Stickel Company, Inc., Rochester, N. Y., manufacturer of Kurlash, the eyelash curler, has been changed to The Kurlash Company, Inc. This change has been made in order that the name of the company would be more closely identified with its product.

Gorham Company Transfers C. W. Niles

C. W. Niles, formerly assistant to the president of the Gorham Manufacturing Company, Providence, R. I., silverware, has been transferred to Chicago where he has been made division manager of the Gorham company.

A. N. Golding with "Physical Culture"

Arthur N. Golding has been appointed to represent *Physical Culture*, New York, in the New England territory. He was formerly on the sales staff of the *Automotive Daily News*, also of that city.

R. M. Welch Joins G. W. Brogan Company

R. M. Welch, formerly with the Consolidated Gas Electric Light & Power Company, Baltimore, has joined G. W. Brogan, Inc., Towson, Md., advertising agency.

Robert H. Ingersoll Appoints M. P. Gould Agency

Robert H. Ingersoll, Inc., New York, manufacturer of razor stoppers, has appointed the M. P. Gould Company, advertising agency, also of New York, to direct its advertising account.

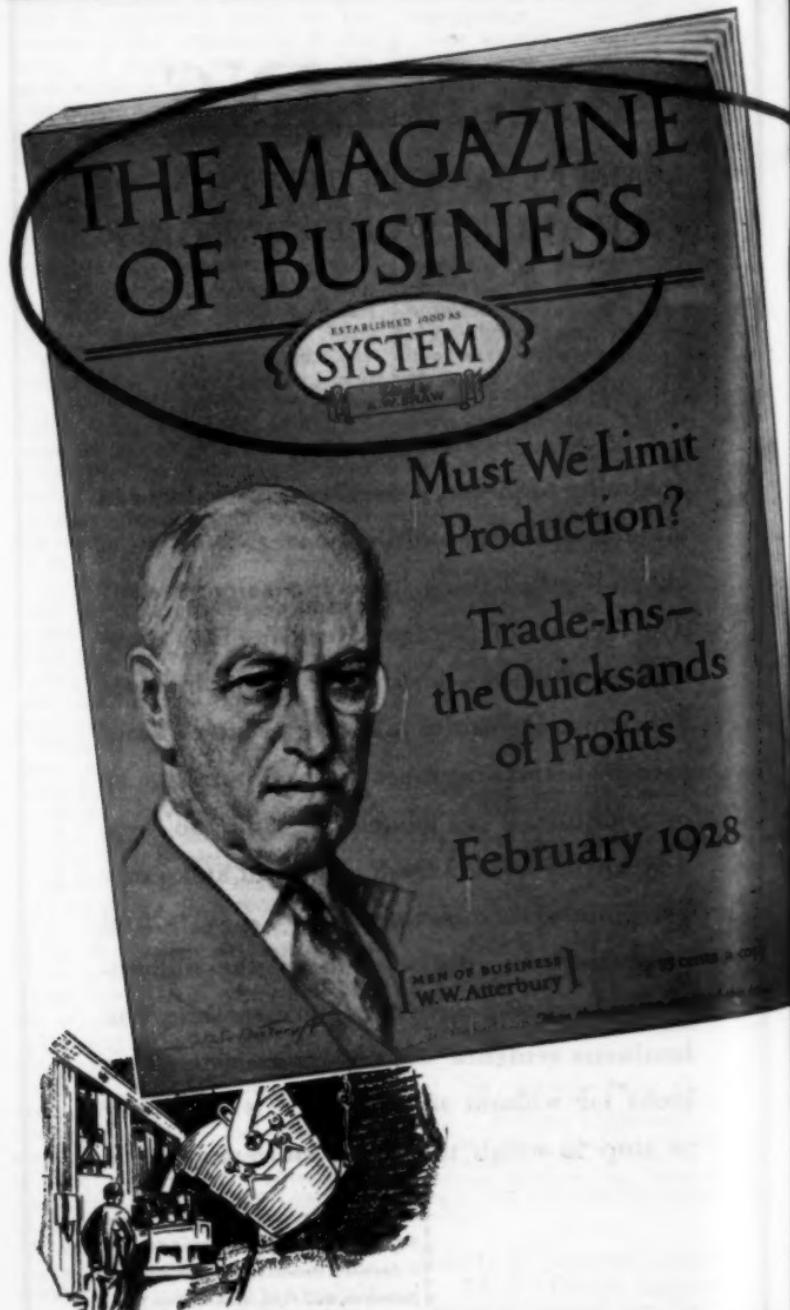
DRILLING

AGAINST GRANITE WITH A POINT OF
PUTTY—THAT'S AVERAGE ADVERTISING



Aiming to pierce, it only bores. It wallows in a welter of sugary stultiloquence. "Thou say'st an undisputed thing in such a solemn way." The formula of average advertising is as interchangeable as the parts of an automobile and as unchanging as the jokes in an after-dinner speech. Advertising must shave off its mustache or grow one. It has looked the same too long. Advertising needs a fresh new-point and a new pen-point or—*Le Déluge*. ▲ ▲ ▲ ▲ Alfred Stephen Bryan, declared to be the highest-paid advertising writer, compresses into one luminous sentence what average advertising looks for without seeing. Space is too costly to stop to weigh the fee of supreme ability.

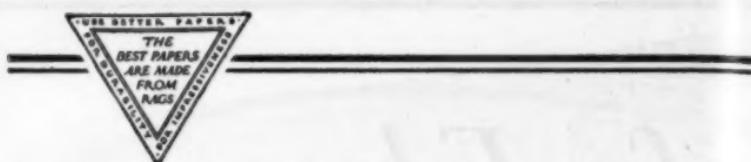
Arrangements for retaining Alfred
Stephen Bryan may be initiated through
I. Leonard Hausein, Director Cliental
Relations, 665 Fifth Avenue, New York.



"WHERE BUSINESS LEADERS TALK"

for February

deserves the careful analysis of every man connected with or interested in Business. Particularly does it deserve the attention of that great group of foresighted and keen-minded individuals who either recommend, buy or approve the purchase of advertising. For in it such men find the most direct, the most economical and the most productive gateway to America's \$89,-000,000,000 Business Market.



Economical! THE ECONOMY OF Glacier Bond, coupled with its working qualities on the printing press, multi-graph and typewriter, marks it as an unusual value among the loft-dried bonds of today.

It meets the modern requirements with a uniformity and quick drying surface that means fast production on the presses. Exceptional quality at a price that means economy. Try it!

Glacier Bond

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Neenah, Wisconsin

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the Names

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER



Why the Government Should Legalize Price-Maintenance

Unless It Does, Distribution Will Become Centered in a Few Hands, Is Claim of One of the Authors of Capper-Kelly Bill

By Hon. M. Clyde Kelly

Member of the House of Representatives from Pennsylvania

THE Supreme Court has never ruled that there is anything wrong about price maintenance by manufacturers. They [its Judges] only ruled that certain methods of accomplishing the result were wrong.

They have strongly affirmed that some methods of accomplishing exactly the same results are right and commendable. Within the past year the Supreme Court gave a clean bill of health to the General Electric Company and upheld its right to control resale prices. The Supreme Court gave judicial benediction to price maintenance after the General Electric plan. . . .

This decision means that only a great corporation which is financially and commercially in a position to use the expensive and cumbersome system of consigning goods to the retailer can protect his goods. The little manufacturer who can not use such a system is prohibited from doing it through contract with his distributors. The Supreme Court has also held that the maker of goods may control his price through his own retail agencies. If a piano manufacturer will start a retail store in every city, he can control his price, and no questions asked. But let him undertake to sell through the regularly established wholesalers and retailers and his attempt to control his price becomes a criminal act.

Can anyone deny that there is a grievous wrong in such a state of affairs? Price maintenance is either right or it is wrong. . . .

I maintain that it is inherently right. It means honest business. . . . It is right and just for the United States Government to main-

tain a one-price-to-all policy for postage stamps and Government publications. It is right and just that insurance agents shall not cut prices on insurance policies.

I maintain that it is equally right and just that the man who puts his life and money and character into a product which he brands with his name and guarantees with his cash shall also have the right to contract with his distributors that they shall not manipulate his price to his injury.

WHAT THE TRADE-MARK HAS DONE

Why does this inconsistency and injustice exist? Because of blindness to progress and modern merchandising. In our own time has come about the nation-wide business which enables the buyer in San Francisco to purchase the same article, of identical quality and value, as the buyer in New York. One of the greatest boons in American history was the adoption of the trade-mark. It standardized production, made uniform quality possible, and eliminated many crooked business practices. It made possible the market extension which resulted in mass production and lowered the cost on every unit for the benefit of the ultimate consumer.

The manufacturer depends upon public good-will as the greatest asset in his business. He must protect his product into the home of the consumer if he is to build up good-will. He must deliver good quality at a fair price. When he sells goods to the distributor he does not lose interest in them. In fact, his article is not sold until it is bought by the consumer.

The Supreme Court has acted upon the assumption that when the manufacturer has sold his goods outright and received full payment

Part of an address made before the House of Representatives.

they belong wholly to some one else, and he could not expect to control the resale price.

The fallacy in that is that it classifies trade-marked, identified goods exactly the same as unidentified bulk merchandise. The truth is that with standard goods the advertiser is the seller and the public is the buyer, with the distributor an essential agency between.

Procter & Gamble make Ivory soap, a standard article. They will make soap cakes of exactly the same kind, let us say, for a distributor, but without the brand "Ivory" on it. They do not care what price the dealer gets for that unbranded soap, for they are not responsible for it after it leaves their hands. But if that dealer takes Ivory soap and cuts the price until it is injured, in the eyes of the consumers, and makes other retailers refuse to push its sale, they are vitally interested. In the cases of some companies their very lives are at stake.

We who uphold the principle of price maintenance simply say to distributors: "Give up the trademark if you cut prices. Take the identification off and you may treat the goods as you desire. But if you use a name and reputation, made valuable by honest goods at honest prices, you shall not use them for dishonest purposes." . . .

Will they [opponents] say they favor taking away the manufacturer's right to sell at a specified price, through his own agents and agencies? No; they will do no such violence to common sense. They know that any such action would mean anarchy in business.

Then are they not forced to admit that the present conditions, brought about by judge-made law, means for one set of producers a prohibition and for the other set a blessing? With one hand the law restrains; with the other it sanctions. . . .

The opponents of price standardization declare that if we permit the little manufacturer to have his equal rights as to resale price, then the wholesaler will become only a manufacturer's agent while the retailer will become only an ani-

mated slot machine, handing out standard goods. . . .

The destroyer of independent, individual business is not price maintenance, but price manipulation; not price standardization, but price cutting.

That has been true all through our history. Did you ever hear of a trust squeezing out a small rival by raising the price or maintaining one price to all? Never. . .

The Sherman anti-trust law and the Clayton anti-trust law were passed to prevent the restraints of trade caused by the price-cutting tactics of would-be monopolists. It is indeed strange to see those same laws now being used to provide safe shelters for piratical price cutters in building monopolistic retailing agencies.

The danger in monopoly is that it shuts the door of opportunity to the individual. Today the most menacing sign on the business horizon is the monopolistic tendencies in the field of distribution. If it continues, great numbers of men who in the future seek to enter into independent business will find the door shut tight against them.

LITTLE BUSINESS IS BEING DISPLACED

Already the little business man everywhere is being displaced by the huge corporation with its multitude of employees, its absentee ownership, and its financier control.

I am not going to emphasize the danger to independent business men from the chain-store systems, serious as that danger is. But I ask, is it a coincidence merely that these chain stores have grown like mushrooms only since the Supreme Court put into their hands the greatest weapon known to monopoly—cut-throat price cutting on standard goods? . . .

But the chain stores are not the greatest problem to be faced in the future by independent business men, even though they have already eliminated 90,000 independents and are moving on rapidly.

They, too, will have to face the threat of extinction in the future along with the independents. I want to call your attention to a newer and greater centralization of

Easy to read— and always worth reading

THE new type page and cover of SCRIBNER'S MAGAZINE caused many people to blink and look again. They had never seen the like before. And that is not strange because the type has never before been used in any American periodical. It combines legibility with beauty. It is the result of much study and scientific investigation. It is the last word in magazine typography. And — what sort of stories is the new type telling?

The mystifying detective novel, "The Greene Murder Case."

The best distinctive fiction.

A rancher delivers a blow at the dry West myth. A college president tells the fathers where to get off.

A Southerner makes a new estimate of the character of Lincoln.

A United States Senator says Americans in China are snobbish.

Another Senator is pictured as "a consummate actor, a wizard with words" who staged the most amazing political comeback in American history.

A captain of aviators tells what to him was the most thrilling moment of the war—and it is not what you think.

Many other features in

The NEW
February

Scribner's

merchandising which means the annihilation of a great part of the independent stores and the smaller chains as well, if present selling practices continue.

I refer to the chain department stores. Here is a merchandising whale from which few hapless Jonahs will escape unless we change the present system of selling goods.

Edward A. Filene is president of the department store of Wm. Filene Sons Co. in Boston. On February 1, 1927, he delivered an address in Chicago which was printed in *The Retail Clothier* of February 17, 1927. Here is what he said :

Just as the department store outdid the individual small store, for the same reason the chains of department stores will overshadow the present chain stores. . . . There is no department store or single-line chain that will be able to stand up against this class of organization. . . . It will make enormous total profits, and the more stores they have the better they can do the job.

This means that in every city of fair size one department store of a chain of department stores such as I have been describing will be the conquering distributor. . . .

In the face of such a statement, whose fruition depends upon the continuance of present cut-price selling practices, is it not utterly ridiculous to argue that if Congress adopts the price-maintenance contract provision the little independent retailer will become only a manufacturer's agent?

Let us give the little retailer a square deal and see if he is not able to live and serve his community more efficiently than any giant combination on earth. . . .

I am not against the great department stores which make fortunes for their owners through honest, four-square service, which advances the common good. I honor old John Wanamaker, who refused to use standard goods at cut prices as bait to fool his customers. That company is for the price maintenance bill.

I honor a department store like Bloomingdale's in New York, whose president, Mr. Bloomingdale, gave out a statement some time ago in which he said :

Present price cutting of articles of

standard price for the purpose of drawing away trade from competitors by creating the impression that all other articles are likewise sold at lower prices strikes me as not only a decidedly unfair method of competition but also as a practice unworthy of modern business.

I wonder what will happen to Bloomingdale and Wanamaker and others of like reputation when this giant chain of which Mr. Filene speaks undertakes to put them out of business. The chain will start to cut all standard prices to the limit. These stores will then face the kind of ruthless, cut-throat competition that the little fellow faces today. . . . They may have to do as their most unscrupulous competitors do or be destroyed. . . .

The great department stores, mail-order houses, chain stores, and the like came into being to cut the cost of distribution. But instead of being able to do business with less overhead than the little fellow, it costs them more.

They have certain advantages, such as large purchases and volume of sales. But some of them have 100 non-selling employees for every 100 sales people. They pay the highest rents and operating expenses. You may be sure that if they sell some goods at cost they must make a tremendous profit on others.

They say they are superior in efficiency, economy, and service. All right, I say to them, prove your statement and I will agree. But there must first be a fair and open field. Unfair competition, such as price cutting on standard goods as "bait," must be stopped. Let these great concerns do business on a fair and square basis. Then, if they are able to destroy the small dealers and consolidate into these giant chains by natural and normal means, I will accept the outcome. But if their logic is correct and we are inevitably bound to move onward from many great chains to one great chain and finally to one owner, then State socialism is assured, and we must master monopoly by Government fixed prices. . . .

Once let price maintenance become again the settled business policy, and you will see a sudden



F. Edson White
Pres., Armour & Co.

He and 304
other Industrial-
ists helped build

a platform for Plant Executives

A new leadership is offered American Industry through the Platform Planks of Factory and Industrial Management.

With the companion McGraw-Shaw Publication, Industrial Engineering, for plant service-to-production staffs, the advertiser whose sales travel across industry has a basis for waste-free intensive selling.

**2 LINES
THRU**

#INDUSTRY



McGRAW-SHAW COMPANY
7 South Dearborn Street
Chicago

New York Office
285 Madison Avenue

A subsidiary of
A. W. SHAW COMPANY and
McGRAW-HILL PUBL. CO., INC.

Pleased? or Regretful?

when you take off your hat?

How can four hats make a difference? The answer is simple. It's the difference between the way you look and the way others see you.

Now, here's another difference. Most hats are made in Asia, India, Mexico, and other countries where labor is cheap. To make a hat like ours, we had to pay more. But the knowledge we've got is worth every cent.

So, here's the difference. Our hats are made with the finest materials and craftsmanship. They're made to last. And they're made to fit.

Patent Pending. **2PACKER** Shampoo. A unique combination of two shampoos in one bottle. One side is for men, the other for women.

For each bottle - oil-shampoo and water-shampoo. Each bottle contains 16 fl. oz. (464 ml.)

2PACKER Shampoo. The answer to the question "Pleased? or Regretful?"

2PACKER Shampoo
Patented Two-Sided
Shampoo



16 fl. oz. (464 ml.)

© 1970, 2PACER INC., NEW YORK, NY 10019

2PACKER is a registered trademark of 2PACER INC.

2PACKER is a registered trademark of 2PACER INC.

A black and white photograph of a city skyline at night, featuring tall skyscrapers and a bridge over water.

The BLACKMAN COMPANY • *Advertising*

halt to this giant consolidation. You will see red-blooded American manufacturers saying to the man who buys for forty department stores: "You shall sell our goods on an honest basis or not at all. You shall not use them as spider-web bargains to entrap customers. We will allow you a fair profit, exactly the same as other dealers, no more and no less. Sign a contract that you will do it or you do not get our goods, no matter how big you are." . . .

The one-price-to-all policy means more competition, but it sees to it that it is fair competition. It is competition in quality and individuality. The maker puts his own name and guarantee behind his product and names his price competitively. He makes his appeal direct to the public in keen competition with other producers. There is no price jockeying, no price juggling in the retail market to deceive and dupe the public. There is increased true competition between makers bidding honestly for public favor.

Price maintenance on standard articles in a competitive field can not lead to profiteering prices. If the maker fixes his price too high he does it at peril of building up business for his competitors.

He will lower his standard price to widen his market, but he will fight desperately against increasing it and restrict his market. We saw that in the World War conditions. I have the report of the War Industries Board, which made an exhaustive study of prices during the war period.

It shows that while prices on bulk, unidentified merchandise skyrocketed in price, jumping 1,000 per cent in many cases, practically every article, advertised nationally as to price, remained firm at the former low level.

The War Industries Board says that was because makers of such articles would sacrifice almost everything to keep from increasing a price which advertising had associated with the article.

Will it be said that lowered costs are not reflected in the standard price? That is exactly what does happen under price maintenance.

Look at the automobile business. Henry Ford, as the mightiest auto maker of them all, has built his wonderful business on exactly that principle. He has continually reduced the price while increasing the quality.

FORD BELIEVES IN PRICE-MAINTENANCE

Ford's car is sold today and always has been sold on price-maintenance principles. Before 1911 he sold under contracts with his distributors on the plan I am advocating. When the Supreme Court ruled against such contracts, Ford immediately established exclusive agencies of his own. . . .

Those who argue that price maintenance leads to stationary high prices must shut their eyes to the automobile industry, that most astounding development within the last twenty-five years, which has been built up on price-maintenance principles.

Well, what about the distribution cost? Our opponents say that a uniform price means that the stores with low costs of operation will have to sell at the same price as the high-cost stores. That would mean an unnecessarily large profit for the low-cost stores, and they could not share this profit with their customers.

That is an upside-down argument. Do the price-cutting stores line up in the rank of the low-cost establishments? Not at all. Their costs are the highest of all. Are the profits allowed them under standard price distribution too high? No, again.

The efficiently conducted neighborhood store owned and operated by its own proprietor, is the low-cost store. These are the business men who ask the protection of price standardization. They want a fair price and a fair profit—no more and no less.

Then, too, identified goods at standard prices benefit the public by encouraging high-quality goods of uniform value which can be secured by anyone, any place, any time. . . .

Carried to its logical conclusion, price cutting on standard goods is always bound to lead to lowered

quality, substitution, and adulteration.

Under present law the manufacturer of a standard article can legally restrain a dealer who adulterates his product. Why should he not have the right to restrain a dealer from destroying the product entirely through fake price-cutting methods?

Well, what about the benefit to the consumer who goes to a great city department store and buys an article for 14 cents when the standard price is 25 cents. Is that not a benefit?

No; that is not a real benefit. The customer does save 11 cents on that one purchase, but he pays out much more in unduly high prices on other purchases. If consumers would pledge themselves to buy only these well-known, standard goods at cut prices, I will agree that they would benefit. They would have their savings in their pockets and in a very short time the store would be out of business. I am willing to agree that in most cases that would be a benefit.

But if they buy other unnamed goods then they are helping to make the price cutters master of the merchandising field. When that happens prices go up and the public pays the bill....

What about the enormous expenditures of nationally famous goods for advertising? Does that not mean higher prices? It does not. It means lower prices. Advertising means increased production and a lower cost on every unit.... Mass production is possible only through advertising, and that means lower, not higher prices. Advertising is the cheapest salesmanship. Without it the nation's business would be but a shadow of what it is today.

President Coolidge in a recent address declared that advertising is the very basis of American business and prosperity. And remember, there is one thing advertising cannot do with all its power. It cannot compel the American people to buy year after year any identified article which is not right in quality and price. Fair competition makes sure that in the long

run good value and service and fair price are the friends and not the enemies of success....

That evil [price cutting on standard goods] now can be cured only by national legislation. It should not require that to give freedom of contract to American business men, but it does. The Supreme Court, through judicial decision, has taken away that right as it applies to standard goods and their resale price. The Government of the United States should assure fair competition. Fair price will follow.

Committee on Patents Favors Copyright Fee Increase

The House Committee on Patents on January 20 voted a favorable report on the Vestal Bill. This bill provides for doubling all copyright fees with the exception of those covering unpublished works. It also provides an increase in the subscription price of the "Catalog of Copyright Entries." The committee was told by the Register of Copyrights that no change in copyright fees had been made for more than a century. Also, he emphasized the fact that the copyright fees which are now in force do not cover the actual cost of the service rendered.

The bill empowers the Register of Copyrights to increase the copyright registration fee to \$2.00. Increases which correspond to this are made for other services rendered by the Copyright Bureau. The bill was passed by the House in the 69th Congress and in all likelihood will shortly be made a law.

G. W. Monroe Leaves Creo-Dipt Company

George W. Monroe, Jr., for the last four years director of advertising of the Creo-Dipt Company, Inc., North Tonawanda, N. Y., has resigned to become president of the recently organized George Monroe Organization, Inc., Buffalo, N. Y. The new company will operate a merchandising plan to aid building material manufacturers in reaching the old home market.

Cosmetics Account for McKee & Albright

McKee & Albright, Philadelphia advertising agency, have been appointed by Denney & Denney, Philadelphia, toilet preparations, to direct their advertising account.

D. S. Brisbin, Vice-President, Columbus-McKinnon Chain

Don S. Brisbin has been elected vice-president and director of the Columbus-McKinnon Chain Company, Columbus, Ohio. He will be in charge of the company's sales work.

Feb. 2, 1928



*When
will*

© M. A. Co.

How attractively sil-
ver sets of all kinds
can be placed before
the prospect by Photo-
graphy's artful aid!

Quicker
the busi-
graphs
... th-
ing me-
tive ly
World.

PHOTGE

Photographs of dainty underthings, in actual use on beautiful models, carry much more selling value than the lifeless sample or the cold verbal message.

Detail is Essential Illustrate with Photographs!

PHOTOGRAPHS emphasize accurately the elusive details that brush or pen can only indicate. Whether you want to show weaves and patterns of dainty fabrics, intricate modeling or vital working parts of huge machines—rely on Photographs. Photographs picture products as they actually appear. And where words fail, Photographs will always convince!



Quicken the interest of the buyer with photographs of your product . . . they reveal the selling message more effectively than colorless words.

of weave
and dyes
buyers qui-
te the per-
convincing
with Photo-



PHOTOGRAPHS *Tell the Story*

Saving the Whole World's Surface

The Finest Kind of Exporting Is Exporting Ideas

By William R. McComb

Business Manager, Save the Surface Campaign

ASMANY readers of *PRINTERS'* INK probably know, the Save the Surface Campaign began in 1919 with an initial investment of \$100,000. There is no need here to repeat the detailed story of its success and progress since then; its success is probably generally admitted, or at least proved by the extent to which both its plan and its slogan have been paid the supreme compliment of imitation.

An extremely interesting and little-known development of our work, however, has been the successful exportation of the basic Save the Surface idea, practically unchanged, to Europe. This has been quite apart from the development of export business in American manufactured paints and varnishes. To me, at least, it has been much more interesting than any exportation of commodities could be.

Surely ideas are much more fundamental and powerful than commodities; and this new movement means the spread abroad, perhaps soon to the whole world, of the idea of co-operation in a distinctively American form.

It began about a year ago, at a meeting of the International Chamber of Commerce at Washington. The writer, in conversation with P. W. Meyeringh, managing director of the Hercules Powder Company, of Rotterdam, Holland, brought up the suggestion of a Save the Surface Campaign in that country—not by and in the interest of American manufacturers, but a campaign that would be entirely in the hands and in the interest of the Dutch paint and varnish trade.

Mr. Meyeringh came to New York immediately after the Chamber of Commerce sessions ended, and spent some time in our

offices, studying the whole scheme of operations of the Save the Surface Campaign, in detail. When he left he carried away with him all the data we were able to give him regarding our history, our methods of procedure, our forms of contracts, etc., and he also carried with him a great deal of spontaneously generated enthusiasm for a similar campaign in Holland.

We followed him overseas with a number of letters containing further thoughts that had occurred to us, more detailed information as to our organization scheme, and some suggestions for methods suitable to his particular situation. He not only replied to all this with further questions, but sent us a list of the leading active paint and varnish manufacturers of Germany, with the suggestion that we might take the matter up with them.

We have since done so, and the results have been remarkably good. The general response to our circular letter explaining the basic idea has been excellent. Since then a number of manufacturers located in Belgium have written to inquire about the plan, and all indications are that there also, and in France, a full-fledged Save the Surface Campaign will soon be under way.

The activity in this direction in all four of these countries has been such as to necessitate considerable communication, as well as voluminous correspondence. We have prepared a number of descriptive articles for the trade journals of the paint and varnish business in these countries, which we have sent to our correspondents to distribute for publication.

In all of these, and in all our letters on the subject to Mr. Meyeringh and his confrères, we have

pounded home the basic principle that a real Save the Surface Campaign must be financed for at least a five-year term in order to give it a fair chance to show results; and we have also, of course, kept the basic slogan "Save the Surface and You Save All" constantly before them as the heart and keynote of the whole idea.

It may be of interest to quote briefly from some of these articles which, in the European trade journals, are now preaching this bit of American business gospel.

One of them begins:

Not many years ago, the law of the survival of the fittest in the industrial world resolved itself into the triumph of the efficient, well-organized firm within an industry. . . . Now all that has changed. Even those whose place as leaders in an industry is unchallenged have felt the pressure of a new force which has threatened their prosperity. With the advent of many new and novel products to the market there has been an increased demand on the consumer's dollar.

The appeal of products of this type is so great that those of a more prosaic nature have been unable to hold their own so long as they followed the old business methods. Only by co-operating with other members of the industry and presenting a united front have they been able to meet this new and outside competition.

This is precisely what has taken place in the paint and varnish industry in the United States. Manufacturers who were lately the keenest and, in fact, the most bitter competitors, are now working together with all good-will to promote the interests of the industry as a whole. . . . Through co-operation distinct advancement has been made in solving questions of vital concern to the industry such as advertising and marketing problems, the development of trade and sales promotion work, safeguarding and increasing the supply of raw materials, and maintaining quality production.

Only a week ago thirty-two of the recognized leaders of the industry met and spent the day in discussing the problems which confront manufacturers of paint, varnish and allied products, and the solutions which would be of greatest mutual benefit.

We feel that doctrine like this, accompanied as it is by a detailed description of the activities of the American Paint and Varnish Manufacturers' Association, its research laboratories, its clubs and its widespread educational as well as direct sales promoting work, presented in European trade journals, will be something of a revelation to European readers in

many more senses than one.

In fact, we are proud to think that in our proper sphere we are "putting in some good licks" for the greater cause of international amity and world peace through co-operation, and we don't hesitate to talk directly about this also.

Another one of these articles says:

If we look at the commercial situation from an international viewpoint, we will find an almost perfect analogy to the domestic situation a few years back. Commercial jealousy and bitter competition are still rife. Cut prices and dumping are in some cases resorted to by one nation to gain supremacy over another.

Tariff wars are not yet a thing of the past. But this era, too, is doomed to pass. Because it will be to the mutual advantage of members of an industry to establish co-operation on an international basis, we have reason to believe that they will not persist in the old methods which are directly injurious to themselves. . . .

But there is another and greater advantage in establishing international industrial co-operation. Economic pressure and economic differences are at the bottom of practically every dispute between nations. An increase in general prosperity and the establishment of commercial relations upon a friendly basis will more profoundly affect the peace of the world than all of the disarmament and conferences and arbitration tribunals that can be called into being.

That is the platform of the paint and varnish industry of America in entering the export market— —with nothing more tangible than an idea. I do not think that either we ourselves, nor any of our fellow-citizens in other industries, need be in any way ashamed of it.

Aviation Institute Appoints

R. D. Wyly, Inc.

The Aviation Institute of U. S. A., Washington, D. C., home study course in aviation, has appointed R. D. Wyly, Inc., advertising agency of that city, to direct its advertising account, effective March, 1928.

Lester Douglas with "Nation's Business"

Lester Douglas, typographical designer, has joined the Washington, D. C., staff of *Nation's Business*. He has been associated with The Crowell Publishing Company, at New York, where he has also maintained his own office.

"Time" Changes Size

Time, New York, has changed its page size to 8½ inches by 11½ inches. The type page is now 7½ by 10 3/16 inches.

Feb. 2, 1928

AS OTHERS SEE US

By



WHOLESALE MERCHANT TAILORS
327 WEST VAN BUREN ST.
CHICAGO



And now
A Fine Tailored Suit
\$50. \$45. \$40. \$35.
at E.V. Price & Co.
4th Floor City Sales 319 W. Van Buren St.



Chicago Elevated 509 S. Franklin St.

"WE have always figured that Chicago elevated advertising, both in the cars and on the platforms, was a genuine investment, and we would sacrifice a great deal before we would discontinue this form of publicity.

This letter is prompted by your service in regard to the new card. We have received cooperation from your art department on every request we have made in the last few years, and this is true, too, of all members of your live wire organization.

Personally, if I had only a limited amount of money to spend and wanted to reach the people of Chicago, I certainly would figure out some way of spending a portion of it in reaching the Elevated patrons."

Advertising Co.
~~ ~~~ Chicago, Ill.

How Much Misspelling Is Enough for Trade-Mark Registration?

This Court Decision Brings Out the Fact That Misspelling by a Single Letter Is Not Sufficient

EVERY student of elementary trade-mark procedure knows that a descriptive mark cannot be registered in the Patent Office. To get around this obstacle, many manufacturers have taken a descriptive word, altered it slightly by deliberately misspelling it, and then applied for registration privileges. Sometimes these applications are favorably acted upon; just about as frequently, they are not. What the student wants to know, therefore—as well as trademark authorities—is: How much misspelling is enough for trademark registration?

This question is answered by the Circuit Court of Appeals, second circuit, in a case involving the Oakland Chemical Company, appellant, v. Rose Nerenstone Bookman, defendant. The case was up on appeal from the District Court of the Southern District of New York.

As in all cases involving misspelled words, the decision is not difficult to follow if one clearly fixes in his mind the *correct* and *incorrect* spelling of the words involved. Let us, therefore, get straightened out on this point immediately.

The Oakland Chemical Company is the registrant of the trademark "Dioxogen." Rose Nerenstone Bookman has been using the mark "Peroxogen." Both marks are misspellings in that "oxogen," the suffix of the two marks, is, of course, a perversion of "oxygen." In other words, only a single letter has been changed.

With this settled, we may now proceed to the court's analysis of the circumstances surrounding the origin, development and use of the two names. "Peroxide of hydrogen," the court pointed out, "is a chemical product. . . . Its use as a disinfectant is old, and the plaintiff began to make and sell it in 1890, under the name 'Peroxide of

Hydrogen, O.C.' though its more proper chemical name is 'dioxide of hydrogen' or 'hydrogen dioxide.'

In 1901, the Oakland Chemical Company changed to the name "Dioxogen," which it registered as a trade-mark in 1903 and again in 1924. Large sums have been invested in advertising the product under this name and the mark has been registered in more than thirty foreign countries.

Exactly the same product is sold by the defendant under the name "Peroxogen." Other than this, however, there has been no attempt "to invade the plaintiff's goodwill." In everyday language, there has been no attempt to copy the color, shape or design of the Oakland Chemical Company's product. The only complaint made is that "Peroxogen" is so similar to "Dioxogen" as to create confusion among the trade and among consumers.

On this point, the court did not rule except by indirection. Instead, the decision concentrates on the validity of the registration granted to the Oakland Chemical Company on "Dioxogen." ". . . The question is," according to the court, "whether the mark is 'descriptive' or only 'suggestive' of the goods sold." It is emphasized by the court that "a descriptive mark is bad for two reasons: First, because it does not in fact advise the public that the goods come from a 'single source'; second, because, if it did, since the word describes the goods, the protection of the mark would trench upon common speech."

The question then boils down to this: Has "Dioxogen" been sufficiently maltreated in its misspelling to "advise the public that the goods come from a single source"? In answer, the court says: ". . . the misspelling of 'oxygen,' if once observed, would indeed betray the

fabrication of the word and show that it was being used as a trade-mark. It is, however, generally held that mere misspelling is not enough. Whether this is because the public is not assumed to be critical enough to detect the contrivance, or whether the mark could have no scope, the books do not say. The difficulty is double; a reader who knew how to spell might be in doubt whether the mistake was deliberate; one who did not, would be unaware that it was a mistake at all.

"It does seem to us, however, that the misspelling of a single letter is too little, for, while to many it might be enough, over many it would pass unnoticed. We cannot, therefore, treat the mark at bar as entitled to more protection than 'Dioxygen.' While that is indeed not itself an English word at all, its composition is apparent. 'Di' is not an unknown prefix . . . and in scientific and technical terminology it is common. Its significance as a prefix to 'oxygen' would be plain to a literate person; the word would mean 'double oxygen.'

"True, it would still remain ambiguous; but then, too, so would 'dioxide,' standing alone, a word of common speech. It is not enough that the meaning should not be clear; it must indicate the source of the product, and this 'Dioxygen' certainly would not do."

There, then, in the italicized words, you have the key to the solution of the problem of how much misspelling is necessary for trade-mark registration. According to this decision, the misspelling must be sufficiently pronounced to hide almost completely the true identity of the word. Otherwise, as the court proceeded to explain, the name will fail to give "an intimation of source" of manufacture or origin. Obviously, since the fundamental purpose of a trade-mark is to "advise the public that the goods come from a single source," a name which fails to accomplish this purpose cannot be given exclusive privileges because to do so would be giving the owner of the mark monopolistic rights to which he is not entitled.

Another significant point brought out by the court, and one which it would be well to bear in mind when devising trade-marks, is that a mark "must be good against all infringements, or against none." Now "Dioxogen" is applied to a product whose proper chemical name is "dioxide of hydrogen" or "hydrogen dioxide." It follows, then, that if "Dioxogen" is a protectible trade-mark, its owners could prevent anyone from using the word "dioxide," which is a common chemical term. As the court indicates, "dioxide" would infringe as much as 'Peroxogen'—more indeed—and yet it is the only proper word to describe the class of compounds among which the plaintiff's product is. Indeed, 'double oxygen' itself would be an equal infringement. Both these are actual words. . . . If a true description in English speech is an infringement, the mark is wholly bad."

Death of John Angus McKay

John Angus McKay, president and publisher of *The Spur*, New York, died at that city on January 25. He was a pioneer in the development of the type of periodical devoted to the activities of the fashionable world and besides his interest in *The Spur*, was president and publisher of *Golf Illustrated*, New York, and president of the Meadow Press, Inc., New York, publisher of *Field Illustrated*.

Mr. McKay entered the newspaper field at Fulton, N. Y., when he was nineteen years old and two years later joined the staff of the *New York Sun*. In the early nineties, he became one of the founders of *Brooklyn Life* and later became owner of *Town & Country*, which he subsequently disposed of. In 1913 Mr. McKay, in association with the late Alfred Gwynne Vanderbilt, founded *The Spur*.

At the time of his death Mr. McKay was in his sixty-fourth year.

Perfume Account to The Wesley Associates

Marcel Guerlain, Inc., New York, has appointed The Wesley Associates, New York, advertising, to direct the advertising of Marcel Guerlain perfumes.

Morgan Lithograph Appoints S. B. Reed

Stanley B. Reed has been placed in charge of the Philadelphia territory of The Morgan Lithograph Company, Cleveland.

745,605

The Evening News (LONDON, ENGLAND)

NET DAILY SALE

January, 1928

WE CERTIFY that the average *Net Daily Sale* of "The Evening News," after deducting all unsold and free copies whatsoever for the year ended 31st December, 1927, was

745,605

and for each month of the year 1927 was as follows:

January	656,543
February	677,708
March	731,094
April	776,479
May	802,957
June	838,088
July	783,668
August	752,512
September	756,449
October	796,439
November	733,749
December	637,833

(Signed) LEVER, HONEYMAN & CO.,
Chartered Accountants.

(Signed) LAYTON-BENNETT, CHIENE & TAIT,
Chartered Accountants.

GRAYBAR BUILDING

420 Lexington Avenue
New York City, U.S.A.

N.B. The phrase NET DAILY SALE is used by English newspapers to denote PAID DAILY CIRCULATION as used in America.

1,857,428

Daily Mail

(LONDON, ENGLAND)

NET SALES

**GREAT INCREASE IN 1927
132,334 MORE PER DAY**

THE vast growth of *The Daily Mail* in 1927 is shown by the chartered accountants' certificate which is printed below.

In December the average *Net Daily Sale* of *The Daily Mail* was 1,857,428 copies, or 132,334 copies per day more than in January last.

The Daily Mail has long commanded the world's largest *Net Daily Sale*, and the figures now available for the whole of 1927 again confirm its pre-eminence over all other daily newspapers.

9th January, 1928.

WE CERTIFY that the *average Net Daily Sale* of *The Daily Mail*, after deducting all unsold and free copies whatsoever, for each month of the year 1927 was as follows:

January	1,725,094	July	1,836,380
February	1,747,379	August	1,797,946
March	1,750,280	September	1,815,325
April	1,776,621	October	1,851,841
May	1,784,419	November	1,858,009
June	1,823,292	December	1,857,428

(Signed) LEVER, HONEYMAN & CO.,
Chartered Accountants.

(Signed) LAYTON-BENNETT, CHIENE & TAIT,
Chartered Accountants.

GRAYBAR BUILDING

420 Lexington Avenue
New York City, U.S.A.

LONDON

PARIS

MANCHESTER

Time Will Tell

TWO HUNDRED AND FORTY PUBLICATIONS answered "Present!" to the January 1st roll call. Forty-one of them have been with us for ten years or more, twelve for fifteen years, and one for twenty-three years. Would there had been more, but this number is all we can count.

One of these old timers is the Poultry Tribune. It is now the leading poultry magazine of the country, but when we started printing it in July, 1908, the Poultry Tribune was just an ordinary thirty-two page chicken paper. Now the circulation is getting close to the 200,000 mark and the big issues run to 160 pages. And *still* it's printed here.

Twenty-eight of the remaining forty are fraternal society papers, five classify as business publications, three as religious, and one each belongs to the drama, the school, philanthropy and politics.

Aside from any testimonial of service well rendered, think of the conservation of gray matter for the editors of these forty-one periodicals, over a period ranging from ten to twenty-three years, in having their publication printing looked after, not by a printer only, but by printers who "know their onions" when it comes to doing publication work.



KABLE BROTHERS COMPANY

Specializing in Printing Organization Publications at

MOUNT MORRIS, ILLINOIS

Chicago Office: 38 S. Dearborn St.

New York Office: 1 Madison Ave

Focusing the Reader's Eyes on the Product

Emphasizing Essentials and Subduing Details Which Are Least Important, as a Means of Attaining Important Visual Concentration

By a Commercial Art Manager

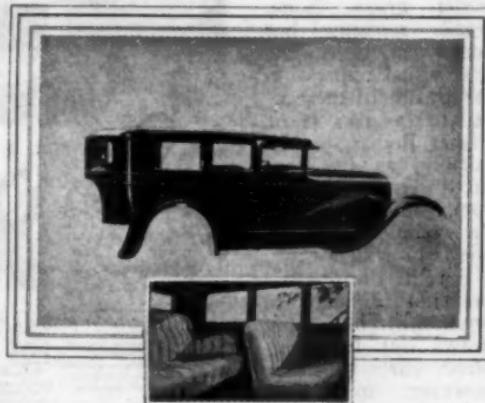
ADVERTISING illustrations there are which profit the advertiser most when they subdue unnecessary details and concentrate the reader's attention upon a specific feature in the composition. It is necessary, nevertheless, to introduce accessories as a part of the picture story.

The manufacturer of a single part of a product feels the need of picturing that product in its entirety, but he also realizes that if the artist is not careful, his own feature will be overwhelmed by a mass of other detail.

It becomes advisable, therefore, to arrive at art techniques and ideas which will overcome this problem, without detracting from the artistic merit of the composition as a whole. It is not an easy thing to do. Overemphasis will produce an abnormal and unsightly illustration which the average person may not fully understand.

Some of the earlier experiments were considerably less than pleasing. So much emphasis was placed on the product itself, and other details were so subdued, that the two did not seem to belong together. It would appear, from many current examples, that artists and advertisers have mastered the riddle. To an important extent, this solution is based on doing the old things with far more subtlety.

In a large number of instances, an accessory can be practically "lost" in an overwhelming volume of composition detail. Fisher Bodies form a significant part of



When one visits a motor car showroom, eyes and mind are focused upon the body of the car under inspection, sometimes entirely to the exclusion of the chassis. The inclination is to assume the goodness of the chassis—but the comfort, the convenience, the quality of the body—its upholstery, its appointments, its beauty—these are submitted to the all-important test of personal taste. The eager demand for the new models equipped with Body by Fisher proves all over again that the outstanding superiority of Fisher Bodies in every price class, is the determining factor in the selection of a motor car.

CADILLAC • LA SALLE • DODGE • CHEVROLET • OAKLAND • PONTIAC • OLDSMOBILE

FISHER BODIES
GENERAL MOTORS



ALTHOUGH THE ENTIRE AUTOMOBILE IS SHOWN, THE FISHER BODY IS UNMISTAKABLY THE FEATURED PRODUCT

an automobile but there are tires and headlights and bumpers and under-chassis parts. To the reader of an advertisement, a normally drawn picture of a good-looking automobile, therefore, would say "car" rather than "body."

The advertiser, in the meanwhile, quite properly says: "But I manufacture bodies. I think my illus-

Feb. 2, 1928

trations should call quite definite and specific attention to my product. Everything else in the illustration should be secondary. I sell bodies, not the complete motor car."

Fisher has overcome this difficulty in a quite artistic and ingenious manner. The bodies of automobiles are rendered in methodical detail, full strength. Every other part of each car is "blotted out" by being drawn in the most delicate of poster grays. Some detail remains but very, very little. The first visual impression of any one of these illustrations is of Fisher Bodies, unmistakably, as the featured point of the composition, although the complete automobile is in evidence.

N. Your "conditioning
long hair." The hair
you'll get—will never be
Rambunctious.
See how it looks by Lee Co.
Your salary may be kept
higher by having your
hair styled. You can't sell
hair like the hair you have
now. Lee Co. will do
it. Lee Co. will do
your hair to make
you look up to order due
to Lee Co. Lee Co.
Look at London's
completes in Lee Co.
Lee Co. Lee Co.
COST NO MORE

The Fisher Bodies advertisements are made all the more practical through the complete elimination of all background effects, thus concentrating upon the product itself with absolute certainty and directness.

The new "Lee of Conshohocken" series of illustrations is arrived at along somewhat different lines although the results are equally positive. A scene may depict several motor cars drawn up before a hotel. There are many figures, much human interest and background detail aplenty. But, since tires are advertised, the tires are keyed up to first and

very conspicuous prominence. They are really the first points in each composition you see when you glance at the advertisements. Each one is a tire advertisement beyond the question of a doubt.

The artist outlines his pictures in a very thin pen line, avoiding shaded effects and solid blacks of

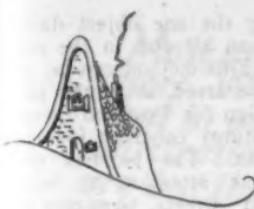


BY "WORKING UP" THE TIRES, THE ARTIST HAS
FEATURED THE PRODUCT BEING ADVERTISED

any description. Occasionally, he washes in tones, but they, also, are unobtrusive. The tires, alone, are "worked up" carefully and with dark tones and black.

All things considered, I believe it is preferable to construct all pictures of this character, detail by detail, tone for tone, as they will finally appear, rather than to make a "full wash" picture and then "blow down" with white, all parts save those which are to be featured. The former plan results almost always in a more artistic illustration. There is, for one thing, less of the pronouncedly mechanical about it.

In the examples I have described, emphasis has been gained



To Be Happy—
To Be Healthy—
and most of all—
TO BE MODERN

These yearnings of the feminine heart have found an ally in MODERN HOMEMAKING which has supplied the lacking elements that were once found only in the life of the big towns. Particularly has MODERN HOMEMAKING aided in the transformation of the woman of the small communities to as modern a homemaker as her up-to-date sister in the big cities.

For that hour of relaxation when a good story whiles away the minutes between the afternoon chores and supper-time and for that little suggestion from the Home Improvement Department MODERN HOMEMAKING has made these housewives thankful. It has tended to make them happier and lightened the burdens of a busy day.

The result is an audience of women anxious to buy and willing to listen to the advantages of a new product as well as the established ones.

At the rate of \$3.25 a line your message can reach this responsive market through the advertising columns of MODERN HOMEMAKING.

MODERN HOMEMAKING

"The Magazine for the Village and Farm Market"

Circulation February Issue **800,000**
at \$3.25 a line

W. H. McCURDY, Western Mgr.
30 North Dearborn Street
Chicago, Illinois

WM. F. HARING, Adv. Mgr.
270 Madison Avenue
New York City

"You are one newspaper in a thousand," recently said a prominent agency, speaking of

The York, Pa. Gazette and Daily

Soon, we hope, everyone will be on to us, and know how particular we are about the advertising we accept, and what extraordinary reader confidence we enjoy among the good people of rich

York County, Pa.

We urge you to investigate.

(Covers its whole field completely and intensively.)

Howland and Howland

National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 North Michigan Ave.

by making the one object darker in tone than all else in the composition. This method can be, and often is, reversed, as in the present campaign for Portland cement, which features concrete for road construction. The pictures must call specific attention to boulevards and streets, concrete-surfaced.

The artist is faced with a problem here, as well, because of the essential detail he must introduce —people, motor cars, buildings of all kinds and background vistas. It would be very easy to fall into the error of diffusing visual consideration of the main story.

So, since they are of a light tone, the roads are brought out by making the surrounding units in quite dark tones. Lighting plots are so arranged that shadows assist in this. Only the roadbeds are struck with sunlight.

Some of the newer advertisements in color, prove that an illustration need not be inartistic nor palpably commercial because a special thing has been emphasized. One of the most interesting examples is to be found in some of the Snowdrift advertisements in full color.

Here the artist depends very largely upon the futuristic touch, with no attempt at definite realism in the still-life subjects. By subduing all accessories, such as the background and articles used in making various recipes, and reproducing the product in a fairly true-to-life manner, color for color, the desired concentration is achieved. The color technique of the accessories, in the meanwhile, is so novel that you are not conscious of a subterfuge handling in order to compel you to see the container first.

Practically all of the two-color illustrations for Timken roller bearings prove to what an extent color can be made the attention-getter of even complicated compositions, and just why profligate use of that second color is by no means the most scientific way to employ it.

In the showing of numerous manufacturing processes, there is

Most artists sell fingers. We maintain that in advertising illustration fingers are but the lackeys of the master ideas.

MARTIN ULLMAN STUDIOS INC.
350 PARK AVENUE
NEW YORK—VANDERBILT 4563
IDEAS + LAYOUTS
LETTERING - ILLUSTRATIONS.



**IDEA
CREATORS**
NOT JUST ILLUSTRATORS

Feb. 2, 1928

THE
AKRON BEACON JOURNAL

gained nearly
three-quarter million lines,
738,429 lines, to be exact

during 1927,

a year in which many papers report losses.

THIS further vindicates the position of the Akron Beacon Journal as the best medium thru which to reach the buying public of Akron. This group of purchasers of your commodities, altho fifth in size in the state of Ohio, had more money to spend than any other group excepting only the Cleveland market.

Akron's purchasers buy very little in Cleveland and their purchases are influenced by the Akron Beacon Journal. Enter this market of 300,000 purchasers thru this publication.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY, REPRESENTATIVES
New York Philadelphia
Chicago Los Angeles San Francisco

always, in practically every Timken layout, a one vitally important center of vision. Other details are unimportant, yet must be shown.

"Through the black bulk of a rolling mill pass glowing 'blooms' of steel," says one advertisement. Less than 20 per cent of the illustration is the visual point of contact—that bright bar of molten metal. By concentrating the color on the bar, this portion of the complex picture catches the eye in an instant and holds it.

Frugal use of a second color is a lesson which advertisers have found by no means easy to learn. Because they have an extra color at their disposal and must pay liberally for it, the temptation is to spread it on with a lavish hand. The shrewd artist employs the color for a very definite purpose, and stops there.

The size of an object in a large illustration need not necessarily determine its power to attract the eye. A great many other considerations take place, such as the "directing sense" of the composition, the action of figures, and the actual art technique. A series of beautiful photographs was made, in each one of which a radio set was shown, rather small, in the background. The cabinet work of the sets was something to impress upon the public and to do this it was expedient to present ends and corners of artistically arranged interiors.

But there was danger of "losing" these sets, because of the very elaborate surroundings.

As finally completed for the engraver, the series overcame the problem in an admirable manner. First, a spray of white was blown over the backgrounds with an air-brush, cutting down their original strength of tone by more than one-half. The sets alone were left as the camera had originally shown them.

Then, working over but a shadowy suggestion of the interior detail, an artist sketched these parts in crayon. Blacks were not permitted. All tones were kept faint. As engraved, the radio sets in their attractive cabinets domi-

Stock the Dealer THEN WHAT?

The fate of your product is largely in the hands of your dealers. They can help or hinder its steady flow into the hands of the consumer.

Want them to help, with a will?

There is one kind of advertising that wins the hearty support of dealers—their clerks—and consumers too.

The kind of advertising that repays your customers for their support.

PREMIUM ADVERTISING

is producing added volume for some of the largest and most reputable firms in varied lines of business.

We have materially assisted in establishing Premium Departments for America's leaders. We invite correspondence from responsible Executives.

The Premium Service Co. INC.

9 West 18th Street
New York



atmosphere

Wear a smock, sweet maid, and let those who will be artists! After courteously apologizing to Mr. William Shakespeare, our fellow townswoman Miss Frances Newman and Mr. Jim Tully, (and any other writers who may wish to paraphrase the thought in the future,) we make bold to say that we DO have "atmosphere" at the Atlanta Biltmore! Note the lower case a! No airs about it, but it's the kind of atmosphere that makes you mightily contented with yourself—the sort that spurs you to step out of the hotel of a morning and win the Supreme Court decision, the golf match or the contract—instead of wiring home for expense money!

Since we're mentioning several of the intelligentsia, may we add that Mr. Mencken himself, after a few days' visit to the Atlanta Biltmore, wrote that Atlanta, "in many respects" had the finest hotel in the country!

You'll enjoy the service and the comforts.

Atlanta Biltmore

A Bowman Biltmore Institution

Rates from

350

nated each composition, while the essentials of backgrounds became of secondary importance. Nor did this mean that the illustrations suffered in the least. If anything, they were more original and artistic than at first.

Sometimes the direct opposite of this technique suffices equally well. One campaign retained the photographic surroundings while the product was rendered in decorative pen and ink. Combination plates were necessary, of course, with no screen running over the line portions.

Some unusual results are secured, with photographs, by what is known in certain studios as the "misting" process. Suppose a study is made with a camera of a still-life subject and the one object must stand out. A retoucher covers this object with "friskit paper," and then blows a tone of transparent black over the remainder of the print. He does not entirely conceal the surrounding details but he does fuse them with the tone, until they seem to be seen through a mist. They are shadowy, mellowed and subdued, while the product itself retains all of the original sparkling blacks, highlights and intermediate tone values.

It is possible to give the same treatment to an original wash drawing and it is sometimes attempted in the case of pencil, dry brush and charcoal or crayon originals.

A daring technique is to put a tint block of a second color over an entire background, leaving the product untouched. In such cases, the tint should be a delicate one. Any full-strength or too-bright color will cheapen the illustration.

Interesting experiments in lighting also are being made, practically all of them undertaking to bull's-eye the product or some specific point in an otherwise involved composition. Many of the newer schemes are extraordinarily successful in this field.

An illustration which fails to take into serious consideration its true responsibilities as a commercial, story-telling vehicle, first and foremost, will not receive the wise

Announcing

the appointment

of

E. M. BURKE, INC.

as

National Representative

Effective February 1st, 1928

Boston Sunday Advertiser

Detroit Sunday Times

Rochester Sunday American

Syracuse Sunday American

Atlanta Sunday American

E. M. BURKE, INC.

New York

Boston

Detroit

Chicago

Behind the Product ... The Story

Behind the Story



Behind each advertising success there is a story.

Behind each story there is an individual or group with the persistence and ability to find it, develop it—and present it skillfully, forcefully.

The Fitzgerald Advertising Agency, Inc., has this past season, uncovered the story of a leading Southern manufacturer and translated it to the public in understandable terms: so understandable that it introduced and sold 1,000,000 bottles of a new soft drink in thirty days, and obtained 2000 distributors in 3 weeks.

Perhaps we can help you turn your sales graph upwards during 1928.



FITZGERALD
Advertising
Agency, Inc.
NEW ORLEANS

advertiser's commendation. No apologies need be made for the fact that a picture is a showcase or a show-window, for the product, and the too-artistic creation, ignoring this, has no argument in its favor.

Turnover Profit Not Due to Stockturn Alone

The following appears in the *Philadelphia Retail Ledger*:

"Professor Malcolm P. McNair, of Harvard, and PRINTERS' INK have been having a little discussion of whether the question of the effect of stockturn on expenses and profits can be answered better on an *a priori* or an empirical basis.

"The professor is empirically minded on this point, and PRINTERS' INK hesitates to quarrel with him, although it thinks there may be something in this *a priori* business so far as turnover is concerned.

"Reference to Mr. Webster clarifies the matter by recalling that *a priori* and empirical are merely our old friends *theoretical* and *practical* all dolled up, as it were, in their soup and fish.

"One hesitates, of course, to quarrel with either PRINTERS' INK or Dr. McNair in the contemplation of the familiar Harvard figures so ordered as to show classifications of decreasing expenses and increasing net profit with increasing stockturns.

"That increasing stockturn is, within certain limits, a most desirable thing for a retail store goes quite without saying. And if it were not for the professor and the publication one probably would let it go, for empirical purposes, at that.

"But since the pair of them have started such a finely drawn discussion on the subject, one rises to remark that:

"It is somewhat of an open question as to the precise degree in which expanding profits and contracting expenses normally associated with advancing turnover are due to the greater stockturn in itself, and to what degree they may emanate from certain other efficiencies growing out of that particular species of merchandising talent that is manifest in the appreciation and cultivation of amplified stockturn."

MacLean Publishing Company Transfers V. E. Kihl

Viggo E. Kihl, who for three years has been Chicago manager of the technical paper division of The MacLean Publishing Company, Ltd., has been transferred to the New York office in the same capacity.

R. A. Among, from the head office of the MacLean company at Toronto, has been appointed to take charge of the Chicago and Western States territory for the MacLean technical papers, succeeding Mr. Kihl.

The Dominant Export Paper

year after year *must* have a service of the highest value to American manufacturers for obtaining contacts with those concerns overseas who buy American products.



This chart shows the relative volume of export advertising published during 1927 in leading export journals.

AMERICAN EXPORTER

The world's largest export journal

370 Seventh Avenue, New York



Here again
*value is not
measured by
size but by
POSITION
and SERVICE*

This Highway Lighthouse
is maintained by Champion
on White Horse Pike
near Camden, New Jersey,
protecting an important
intersection.



**HIGHWAY
LIGHTHOUSE CO.**

"The Right Way Is On the Right-of-Way"

© 2416

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The Human Engineer—A New Title for the Ad Man

His Job Consists of What Charles M. Schwab Recently Called "Human Engineering"

By Charles R. Wiers

IT'S people and not things that I make a business. It's people scattered over wide stretches with a variety of viewpoints, problems and difficulties to whom we should go for our rules of action. It's people, represented by the real and prospective customers of a house, with whom a sales manager should live about 60 per cent of his time. The more we know about people, the more we shall be able to serve well and with the best results.

I, therefore, advise you to become familiar with the ideas, ideals and ambitions of those upon whom you are absolutely dependent for your progress. Miss no opportunity along this line. Indeed it would be very profitable for you all to spend more time studying people in offices, factories, homes, workshops—wherever you find them—than it would in juggling with some of the ordinary routine of the day which can usually be entrusted to somebody of less importance.

Perhaps the most important thing a human study will accomplish for you is the necessity of adjusting your language so others will know just what you are talking about. Most of us are well versed in the technicalities of our own business. Most of us can talk glibly on such a subject. Glibness of talk, though, is of no avail to a waiting world unless it can be understood. Don't forget that when preparing any kind of copy. And above everything else, don't forget to translate your knowledge on the most pleasant basis possible into the language of those you are anxious to serve.

This does not mean that you are to indulge the vulgarities of the street or to waste any time on the

smart or the flippant which at present is much too common among many of the spineless individuals who for some unknown reason have slipped wrongly into the important job of trying to help and influence others. What it does mean is that you are to be an eternal searcher for clearness and sanity of expression so that people everywhere will not only pause and listen but will also welcome your messages and be helped and inspired by the good sense and striking earnestness which should be conspicuous in every part of every one of them.

* * *

A bright woman in an Eastern city was a prospect a short time ago for a certain labor-saving machine to occupy a place in her cellar. She wrote to several of the largest manufacturers for their advertising matter. In due time it all arrived but unfortunately not a single piece mentioned the space any of the machines would require in the cellar.

Needless to say, the writers of all this copy probably had a good grasp upon almost everything pertaining to their jobs except the peculiar and exacting demands of their influential audience. Or else they believed, after consulting little if anything but their personal opinions, that the supreme mission of a copy writer is to go about so far and then quit, regardless of the consequences.

* * *

Still another phase of this human problem is what may be termed the added touch. There isn't much difference nowadays between what two organizations of a highly competitive nature can deliver to a customer in the form of tangible values. If, therefore, one business makes substantial progress while another of a like nature lags behind, it follows that

Extracts from an address delivered by Charles R. Wiers before the National School Supply Association, Chicago, January 26, 1928.

The Woman who drives an automobile is a good prospect for you—

She circulates in the business and social world, comes daily in contact with new needs, new desires.

She is assertive, self-reliant; what she wants she usually contrives to get.

She is either the buyer for a family—has a business income of her own—or is financially independent.

She has money to spend.

We can place your message in the hands of every one of these women in Massachusetts. We have listed them all, with their street addresses, accurately, by cities and towns. You can reach as few or as many as you want.

WE CAN FURNISH YOU ALSO with the names and addresses of passenger and commercial automobile owners—by makes of cars, years and models—for all of New England or for any selected cities and towns. We are the recognised New England authorities on automobile lists of all kinds. There is no better way to reach a "class" market.

DIRECT MAIL SERVICE—complete in every detail. Multigraphing, addressing, mailing list compilation, advertising copy, printing—sixty to eighty-five experienced operators always at your command.

Tell us about your advertising problem. Perhaps we can help you solve it. Please write on your business stationery.

DIRECT MAIL SERVICE, Inc.
102 Brookline Ave., Boston, Mass.
Phones Kenmore 4380-4381

the secret lies in something besides the merchandise.

I was in Philadelphia a short time ago and needed an extra shirt. I went to Wanamaker's for it. When it was ready for me to take away it was tucked into a patented bag with two cute handles. Suffice to say I never saw a shirt so dignified in my life. That bag impressed me so much that I wrapped it up, put it into my suitcase and took it home for my wife to inspect. I just wanted her to see how much distinction Wanamaker gave to a shirt purchase and how willing I was to advertise his good work.

Any business can do likewise. Any business of a legitimate nature can bring itself out of the slough of despondency by injecting more of the distinctive and more of a warm, helpful spirit into everything it says and does. In other words, be a little more human, a little more on the alert. And even if you are not rewarded with an immediate gain in dollars and cents, the latter will ultimately come through the closer bond and the added satisfaction you will create.

* * *

A few days back I saw a letter that cost 25 cents to write in which a man was asked to send 2 cents more to complete a certain remittance.

Later I ran across still another letter, acknowledging a remittance of \$1,598.40, in which the customer was requested to send 10 cents more to adjust a slight mistake he had made in deducting an item of discount.

And so it goes. It all suggests that perhaps it might pay many of us to curtail some of our advertising and do a little more educating as regards what is fair and ethical in the securing of business and likewise in the handling of it. Yes, I suspect that the time has arrived when all of us need to visualize the fact that the most urgent need of the business world is for patient and considerate teachers with a heart rather than so-called bosses who delight in wielding the big stick.

The matter of getting and hold-

Is it READ?

more renewed subscriptions than any other publication of its kind in the English Jewish field

Does it PULL?

Over 95% of its large space advertisers renewed their contracts for 1928



Leads in Quality and Quantity of Circulation. Leads in lineage increase. Leads in editorial influence.

The Jewish Tribune

Founded by DR. NEHEMIAH MOSESSOHN

570 Seventh Avenue

New York City

DAVID N. MOSESSOHN
Editor

M. MOSESSOHN
Publisher

HERMAN BERNSTEIN
Contributing Editor

**we move to 460
west 34 + new
masterprinters
building + our
new telephone
longacre 7858**



CURRIER & HARFORD LTD.
460 WEST 34TH NEW YORK

To
Reach
**CHAIN
STORES**
Use

**CHAIN STORE
AGE**

93 Worth Street New York City

ing customers doesn't depend so much upon brilliance as it does upon good horse-sense liberally applied. It's human nature for people to think well of us when we devote the proper amount of thought to the things in which they are particularly interested.

Why then shouldn't we try to learn about the identity of those who buy often in one or more of our departments but for some reason, which may often be ignorance of our offerings, pass up the others? Why shouldn't we get better acquainted with the curious and the casual of the passing throng for the purpose of showing them just what we can do and in aiding them to look us over more thoroughly with the ultimate result of acquiring habits of permanency?

* * *

No matter what form of selling you adopt, you would do well to remember that persistence in the long run cuts a far more effective figure than fancy composition. It took more than one day and one great splurge to create a world. It requires more than one attack to make much of a dent in a well-fortified army. It takes more than one appeal on the average to convince a hard-headed individual that your products are what he should buy and buy quickly, provided he wishes to conclude a purchase embodying the utmost in profit and satisfaction.

So don't spend all of your advertising money in one grand barnstorming stunt on Monday with the expectation that you will receive orders for your entire yearly output by Friday of the same week. Such miracles are clearly beyond the range of possibility in modern times. The man who keeps everlastingly at it is the only one who deserves to win out—and he will. There wouldn't be much fun or discipline in business if our rewards came too easily or too quickly.

* * *

The well-organized advertiser is the one who is well adjusted both in ability and temperament to expand his activities so as to make them touch something more than



Exact knowledge enlightens personal opinion . . . especially in planning the direction of advertising. How ten million American women handle the family purse is told yearly to one of our clients. This wealth of fact may hold just the information your own sales appeal needs to make it more effective.

THE MANTERNACH COMPANY
Advertising

The Manternach Building - 55 Allyn Street

HARTFORD, CONNECTICUT

DISTRICT
SALES MANAGERS
WANTED

We want two or three very good men who have passed the salesman stage and who can direct salesmen in the field. Location Middle West and East.

These positions are permanent and company is a leader in its field.

Address reply to
"A," Box 213, Printers' Ink.

... "watch the growth
of the industry" ...

"To appreciate the present-day value of FUEL OIL AND TEMPERATURE JOURNAL, one has to step backward to the time when there was very little published regarding oil heating and from that time, which was only a few years back, watch the growth of the industry and the interest taken in the science of oil heating, a great deal of which has been brought about through the able edition of FUEL OIL."

(Signed) J. C. JOHNSON, President,
S. T. JOHNSON COMPANY.

A new industry, an active industry that is alert and eager to adopt products and new devices that will further its development—that is the oil burner industry of today.

200,000 more American homes and buildings will be equipped with oil burners in 1928. Over \$150,000,000.00 will be invested in the equipment and supplies necessary to their operation. Motors, boilers, heating accessories of every kind; pumps, valves, fittings, piping and hundreds of different products will be needed to supply

this demand. 200,000 new storage tanks will be installed. Refractory materials and pipe insulation will be bought in large quantities.

As is shown by the letter above, the buyers of this equipment and material are the readers of FUEL OIL. They depend on FUEL OIL to guide them in their purchases—what to use and where to buy. Through FUEL OIL their buying habits are moulded.

Shouldn't you be winning a wide market in the oil burner field?

Ask FUEL OIL'S Department of Research and Selling Helps for specific information, concerning the way to increase your sales in this industry.

FUEL OIL

AND TEMPERATURE JOURNAL

Devoted to progress in the use of oil fuel

350 Madison Avenue
Chicago

New York
San Francisco

the common everyday technicalities of his job. The alert advertiser aims to give recognition to the uncommon among his friends and customers. If there is a death, he always sends a message of sympathy. If there is a promotion, he never fails to send a message of confidence and congratulation. If there seems to be evidence of discouragement somewhere, he takes pains to frame what he believes will cheer, enrich and inspire. If he is thoughtfully remembered in even a small way by some of his friends on the outside, he promptly mails an acknowledgment expressing in no uncertain terms his feelings of appreciation.

* * *

The chief suggestions I should like to leave with you is that you tell your prospects in clear-cut language what you have learned they want to know in line with their actual needs and then stop. Use adjectives with discriminating judgment and don't waste any time in a foolish effort to get across some glittering generality which describes your furniture as the best in the world or your manufacturing facilities as the greatest in the whole universe. No one falls in love with a liar and no one gets excited about the strangers on a Pullman car who often consider it their duty in the presence of a casual acquaintance to exaggerate their personal incomes.

* * *

A story is told of the late Russell Sage that he was once riding with a railroad president in his private car. The railroad president showed Mr. Sage a device which indicated the speed at which the train was traveling.

"Does it earn anything?" asked Sage.

"Why, no, it doesn't earn anything."

"Does it save anything?"

"Why, no, it doesn't save anything; it's intended just to tell how fast the train is traveling."

"Well, if it doesn't earn anything, and doesn't save anything," remarked Mr. Sage, "I would not have it on my car."

Russell Sage's fortune was built

TRY COUNTING THE NEW ONES!

—○—
Magnificent Cathedrals
going up
Everywhere
—○—

**A TREMENDOUSLY STRONG
and
WEALTHY ORGANIZATION**
with
NUMEROUS BRANCHES
in **EVERY**
CITY AND TOWN
with
ONLY ONE MEDIUM
Absolutely Restricted
to the church buyer

—○—
Write for samples and information
concerning
The Church Trade Journal since 1899
THE EXPOSITOR
710 Caxton Building
Cleveland, Ohio
156 Fifth Ave., New York City 37 S. Wabash
Chicago, Ill.

1st Again In 1927 In PEORIA!

In
12 out of 18
Major Classifications

Local Display, Classified, Automobiles,
Auto Accessories, Dept.
Stores, Men's Clothing, Financial,
Food and Groceries, Elec. and
Radio, Drug Stores, Misc.
and Grand Total.

1927 TOTAL ADVERTISING
Lines
Journal (7 days) 11,288,726
Star . . (7 days) 10,842,029
Transcript(6 days) 6,249,077

**The PEORIA
JOURNAL-TRANSCRIPT**



"Yes this is TACOMA"

Our hats are off to Publisher Phil Jackson of the Oregon Journal of Portland, Ore., and the members of the Journal staff, including B. F. Irvine, Don Sterling, Sam Winch, Gordon Brown, Marshall Dana, et al. Their apology in the advertisement in Printers' Ink of January 19th is soul-satisfying. On December 1st they made Tacoma an inland city. On January 19th their apology restored it to seaport status.

The only thing they neglected to mention was the fact that for many years The News Tribune has dominated the Tacoma market.

Through The News Tribune the entire southwestern section of Washington is reached, with 14 cities and towns and a population of approximately 160,000 people. Every one of these communities is within driving distance over paved roads to Tacoma's shopping center.

Average daily net paid circulation of The Tacoma News Tribune, as shown in the six-month government reports (made on an A. B. C. basis).

June 30, 1927 to Jan. 1, 1928—96,522
June 30, 1926 to Jan. 1, 1927—83,826
Net gain in Circulation for year—2,696



on the principle of eliminating the non-essentials from everything.

And whether we agree with him or not as to the value of a speedometer, I believe we are all about ready to admit that in our talks to the public we spend too much time and waste too much good money on non-essentials.

Organize Knapp-Bloch, Inc.

Knapp-Bloch, Inc., has been organized at New York to conduct a general advertising business. The personnel of the business conducted under the name of Shepherd Knapp has been taken over by the new company. Shepherd Knapp is president of Knapp-Bloch. Merwin S. C. Bloch and D. Frank Marcus will be vice-presidents and Irving A. Heyman, secretary-treasurer.

B. H. Fishler Starts Advertising Business at New York

Bennett H. Fishler has started an advertising business at New York under the name of Bennett H. Fishler, Inc. He was formerly a member of Burnham & Fishler, Inc. Previous to that time he had been vice-president of the Byron G. Moon Company, New York.

Appoints Bailey, Walker & Tuttle

The Great Western Manufacturing Company, La Porte, Ind., maker of automatic windshield wipers, has appointed Bailey, Walker & Tuttle, Inc., Chicago advertising agency, to direct its advertising account. Business papers and newspapers will be used.

W. H. Wiseman Joins American Metal Cap Company

Walter H. Wiseman, formerly sales manager of the opal department of the Monongah Glass Company, Fairmont, W. Va., has become general sales manager of the American Metal Cap Company, Brooklyn, N. Y., succeeding P. C. Doyle.

New Account for Buffalo Agency

The Leonard Warehouses, Buffalo, N. Y., have appointed the E. P. Remington Advertising Agency, Inc., of that city, to direct their advertising account. Newspapers and direct mail will be used.

Automotive Engineers Journal Changes Name

The name of *The Journal of the Society of Automotive Engineers*, New York, has been changed to the *S. A. E. Journal*.

Science and Invention

a magazine that has withstood the test of time.

for 15 years . . . !

Science and Invention has been quietly but surely proving its merit —both to reader and advertiser.

Every month of the year, year after year, over 100,000 worthwhile people go to the newsstands—pay their 25 cents—and get their copies.

For the advertiser's dollar, Science and Invention has a very long time ago, passed the speculative stage—It is now a conservative investment—proved by "the test of time."

SCIENCE AND INVENTION

Experimenter Pub. Co., Inc., 230 5th Ave., N. Y. C.

Feb. 2, 1928

Every conclusion must have its starting point. If that starting point is a false premise, it follows that the conclusion will be unsound.

If the starting point is definite, established fact, the conclusion will be well grounded.

R. O. EASTMAN
Incorporated
7016 Euclid Avenue, Cleveland
113 West 42nd Street, New York



Morning & Evening . 150,000
Sunday 137,000

Complete Market Data
Service Maintained

JOHN M. BRANHAM COMPANY

Representatives

Chicago, New York, Detroit, St. Louis,
Kansas City, Atlanta, Los Angeles,
San Francisco, Seattle

A Request from Teachers of Advertising and Marketing

THE OHIO STATE UNIVERSITY
COLLEGE OF COMMERCE AND
ADMINISTRATION
COLUMBUS, JAN. 21, 1928.

Editor of PRINTERS' INK:

Will you be kind enough to announce in PRINTERS' INK that the National Association of Teachers of Marketing and Advertising, through its committee on service to members of which I am chairman, is interested in having the co-operation of sales and advertising organizations in supplying booklets, pamphlets, advertising portfolios, sales manuals, special reports, or any other material which would be useful to teachers of marketing and advertising? Any company which is in a position to cooperate in this way should communicate with me at this address.

H. H. MAYNARD.

Max Ludwig Heads Pennsylvania Outdoor Association

MAX Ludwig, of New Castle, Pa., was elected president of the Outdoor Advertising Association of Pennsylvania at its annual convention at New Castle. He succeeds A. L. Nerrington, of Pittsburgh.

Other officers elected were: Fred Holmer, of Kane, vice-president; Thomas Nokes, of Johnstown, secretary, and C. A. Wolfe, of Philadelphia, treasurer.

B. F. Burglander, Wilkes-Barre; J. Arlington Reese, Kingston; J. H. Johnstown, Reading, and Mr. Nerrington were made directors. Scranton was chosen as the next convention city.

Appointed by Earle A. Buckley Organization

Russell M. Buckley, formerly sales promotion manager of the Belber Trunk & Bag Company, Philadelphia, has been appointed head of the department of correspondence supervision of the Earle A. Buckley Organization, Philadelphia, advertising and letter counselor.

Dictaphone Elects M. B. Sands Vice-President

Merrill B. Sands, general sales manager of the Dictaphone Sales Corporation, New York, has been elected to the office of vice-president. He fills the office left vacant by L. C. Stowell, who was made president of the corporation in February, 1927.

Eugene Gall with Art Gravure Corporation

Eugene Gall has been appointed production manager of the Art Gravure Corporation, New York. He formerly was assistant production manager of the American Colotype Company, also of New York.

Insuring packages is more convenient



NORTH AMERICA Parcel Post Insurance solves the problem of how to insure packages conveniently and economically. Coupons from a North America Coupon Book insure automatically and promise prompt adjustment in the event of claim.

Ask any North America Agent about this dependable and efficient insurance—or send the attached coupon for full information.

the North America way

"The Oldest
American
Fire and
Marine
Insurance
Company"

Founded 1792

Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W-22

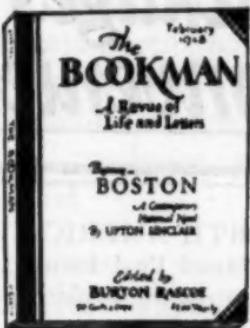
Name _____

Street _____

City _____ State _____

Wants information on Parcel Post Insurance





How many intelligent people *are there?*

The pessimists must be wrong! With a policy that can appeal only to the keen-minded and the thoroughly literate, The Bookman's circulation has more than doubled since Burton Rascoe became the editor in September.

The reason: The Bookman is as interesting as it is intelligent. Just now it is making a national sensation by serializing the biggest novel of 1928: Upton Sinclair's "Boston".

Bookman advertising rates are being increased on February 15. Contracts made immediately will secure the present prices.

The
BOOKMAN

452 Fifth Avenue, New York

Nine Ways to Answer "Your Price Is Too High"

(Continued from page 8)

eliminated entirely the price question in his sales.

7. Emphasize the dangers of low price offers.

Some poet said:

There never was a product made
This fact you must confess,
But what some bird can make it worse,
And sell his stuff for less.

or something like that.

The woods are full of examples of products made to sell at a price, and usually worth even less than their low-price figure. The sales manager who is eager to find material for his men can secure dozens of horrible examples of the price cutter's art. It isn't always necessary or advisable to have the examples from your own field. Often the most telling illustration may come from a different line altogether. Anything that will carry home the thought that a cheap price may be an expensive buy in the end will usually convince a buyer who is willing to listen to reason.

A salesman had just given his price on a large contract where several hundred pieces would be required.

"Why, I can buy it from so-and-so for \$1,500 less than you quoted me," declared the prospective buyer.

"Probably so," responded the unperturbed salesman. "I wouldn't argue that point with you for a moment. Mr. So-and-So is much better qualified than I am to tell you *exactly what his goods are worth*. And he has told you.

"But I do know what my goods are worth and I know that at the price I have quoted you they will be a better buy for you than anything else you could get, no matter what price you pay. Of course, you can get more expensive goods than ours and you can get stuff a lot cheaper—(this with a sidelong glance at so-and-so's samples). But for your purpose

ours is the best buy because"—and with this he launched into a discussion of the goods, the added values, and so on.

He got the order.

8. Divide up the price to show unit cost.

Figuring out how little it costs by the year, by the week or by the day is an old sales stunt, but one which always proves effective because it enables the buyer to see the price in its true perspective. Instead of thinking only of the first cost, which must be paid at once, the buyer is led to weigh advantages to be gained over the long period against the outlay, if divided into the same units as his enjoyment of the service will be divided.

I recently bought a heat regulator for my home. The price, \$155, seemed exceedingly high for such a small piece of mechanism. It was a lot of money to be laid out for a mere accessory. But when the skilful salesman caused me to divide that \$155 by ten or fifteen or twenty years of use and to think of the long period of satisfaction we would have out of the little appliance, I quickly signed on the dotted line.

A salesman was trying to sell a small manufacturing concern a \$25,000 forgery bond. The prospect protested that \$318.75 was a lot of money to be paid all at once, and that a meeting of the executive council would be needed to pass on such an item of additional insurance.

"You don't call your executive council together when you need to put on a new night watchman, do you?" asked the salesman, and the prospect admitted he didn't.

"And what do you pay a new watchman?" asked the salesman. The reply was \$20 to \$25 per week.

"Well I propose to act as night watchman and day watchman over the most vital factor in your business, your bank account. I'll act as watchman on every check you draw, no matter where it goes or who may intercept it, and I'm going to charge you only \$2.04 a week for my services for the



The TENNESSEAN

MORNING—EVENING—
SUNDAY

Goes into Nearly All
Worth While Homes
In One of the South's
Fastest Growing
Cities.

JOHN M. BRANHAM COMPANY

Representatives

Chicago, New York, Detroit,
St. Louis, Kansas City, Atlanta,
Los Angeles, San Francisco, Seattle

The Home of
GOSPEL HILL MARION, OHIO

I AM INTERESTED IN GETTING
A NEW LETTERHEAD TO INCREASE
THE RESULTS OF OUR SALES
LETTERS. SEND ME, WITHOUT
OBLIGATION, THE COMPLETE
PORTFOLIO OF
"GOSPEL HILL"
LETTERHEADS

ATTACH COUPON TO YOUR LETTERHEAD

NAME _____

three-year period covered by this bond.

"Do you need a meeting of the executive committee to hire me?" and the prospect agreed, when he saw, the matter in that light, that it could doubtless be fixed up in a few minutes.

9. *Finds ways and means of dramatising the price feature.*

Another method of making a high price seem reasonable is that of the automobile salesman who found himself losing sales because a competitive make was \$300 cheaper. He knew that his car was really a better value, even at the higher price, but his explanations of the added values didn't seem impressive.

Then he thought of the plan of dramatizing these added values. Going to the bank he drew \$300 from his savings account, asking for the money in crisp, new \$50 bills. The next time the price question came up he was ready to prove his point in a dramatic way. Peeling a crisp \$50 bill off his roll, he laid it on one of the fenders with the startling statement: "There's \$50 more value for you in those fenders alone."

Then he demonstrated this superiority of construction using cut out sections of his own and the competitive car for comparison. Another \$50 went on the radiator, followed by a demonstration of that point. Another bill helped focus attention on the quality of upholstery and so forth. He told me that he never lost a sale after he started making his money talk for him in this way.

Delaware & Hudson Appoints Caples Agency

The Delaware & Hudson Company, Albany, N. Y., has appointed the New York office of The Caples Company, advertising agency, to direct the advertising account of the Delaware & Hudson Railroad.

Babex Account to Albert Frank & Company

The A. P. Babcock Company, New York, Babex deodorant, has placed its advertising account with Albert Frank & Company, New York advertising agency.

**IN 6 MONTHS
in Pittsburgh
THE SUN-TELEGRAPH**

since combining, on last August 2nd, the Chronicle Telegraph and Sun in the evening field and combining the Post and Gazette Times in the Sunday field

**Dominates Sunday Field;
Scores Big Daily Gains**

Monthly average Net Paid Circulation figures follow:

DAILY <small>(Excluding Saturdays)</small>	SUNDAY
August	178,515
September	185,258
October	193,129
November	190,926
December	189,640
January ..	203,903
Daily GAIN	25,388
August	315,545
September	333,565
October	332,065
November	334,766
December	340,719
January ..	346,750
Sunday GAIN	31,205

Net Paid Circulation on
Friday, January 27—over

209,000

Net Paid Sunday Circulation
on Sunday, January 29—
over

352,000

There can be no substitute for

Circulation Plus Results

National Advertising Representatives: PAUL BLOCK, INC., 247 Park Avenue, New York; Century Bldg., Chicago; General Motors Bldg., Detroit; Little Bldg., Boston; Guarantee Trust Bldg., Philadelphia; 518 Chancery Bldg., San Francisco

WANTED— A Sales Manager

One of our clients, a leading Industrial Corporation, has asked us to find a sales manager to head one of its main divisions. Owing to the form of organization, the man will be practically in the position of general sales manager.

It is essential that the man who is appointed have a notable record as a sales manager or executive in a sales department of large size.

While the company makes many technical products the sales under the direction of the man we seek are entirely through commercial channels. It is essential that the sales manager be familiar with modern merchandising and have some familiarity with national advertising methods and market analysis.

This company also expects that the man for this place will be high grade in every particular, as only such a man would find his surroundings congenial.

The salary will be on a scale proportionate to the importance of the position.

This position is a new one but with an old company. You can answer this advertisement in full confidence that your letter will be seen only by the officers of the company. Please give full information concerning education, experience, present and former connections.

RAYMOND E. BELL, Inc.
Management Engineers
Broadway at 57th Street
New York

Federal Trade Commission Makes a Discovery

After the expenditure of much money supplied by taxpayers, the Federal Trade Commission has made the astounding discovery that competition exists among General Electric, Westinghouse, Allis-Chalmers and the American Brown Boveri Electric Corporation! Any schoolboy could have furnished this information.

Or a Federal Trade Commissioner might have had a talk with a General Electric salesman and a Westinghouse salesman—they could have supplied convincing testimony.

But weird and wonderful are the ways of Washington. Apparently there were politicians so utterly ignorant that they felt justified in ordering the spending of thousands and thousands of the public's money on a farcical investigation to convince them that there actually were competitive companies in the electrical manufacturing field. President Coolidge recently astutely observed that it was easy to spend money which somebody else had saved. This elementary truth is commended to the attention of Senators who so blithely waste taxpayers' money.

The Senate may next order a costly probe to find out whether any competition exists among automobile companies—*Forbes*.

H. R. Felkel, Heads Associated Florida Dailies

Herbert R. Felkel, editor of the St. Augustine *Record*, was elected president of the Associated Dailies of Florida, at the recent meeting, at Jacksonville. Frank P. Beddow, of the Jacksonville *Journal*, was made vice-president and treasurer, and G. H. McEwen, St. Augustine, secretary.

Clayton C. Codrington, of the DeLand *Newspaper*, the retiring president, was made chairman of the board of directors, to which the following were also chosen: S. E. Thomason, Tampa *Tribune*; P. A. Brossier, Orlando; Lew B. Brown, St. Petersburg *Independent*; George E. Hoamer, Fort Myers; W. A. Elliott, Jacksonville *Times-Union*; Charles G. Mullen, Tampa *Times*; George V. Harper, Miami *Herald*; D. H. Conkling, West Palm Beach *Post*; Bryan Mack, Lakeland, and F. P. Beddow, Jacksonville.

The next meeting will be held the first week in April at Tampa.

Pacific Coast Campaign for Sunkist Grapefruit

Sunkist grapefruit is being advertised in a new campaign being conducted by the California Fruit Growers Exchange, Los Angeles, in Pacific Coast newspapers. The campaign started in January and will continue through to April. Radio and direct-mail advertising will also be used. Lord & Thomas and Logan are directing this campaign.

Taking the blindfolds off selling



**Sales research, sales
analysis, market survey
with practical conclusions
and tested recommend-
ations which work !**

**Marquis Regan inc.
270 madison Avenue N. Y.**

cable address "Marqregan N.Y."

**Sales Engineers and Counsellors
to leading manufacturers in America and Europe**

Feb. 2, 1928

- - - *Announcement* - - -

We take pleasure in advising our customers
and the trade at large that

MR. JACK CAHN
MR. CHARLES VEITH, JR.
MR. HERBERT BIDDULPH

are now associated with this company
as Production Executives

They are well known as experts in their
respective lines and were previously con-
nected with Rotoprint Gravure Corp.

To this increased expert efficiency is added
our continued policy of high quality and
reliable service.

Please note that the title of this company
has been changed from American Multi-
Color Corporation to

**Color Gravure
Corporation**

209 West 38th Street

New York

Use Discretion in Suggesting New Uses

WANK AND WANK
SAN FRANCISCO

Editor of PRINTERS' INK:

Can you furnish us with a list of articles that you have published within the last few years, dealing with advertising and sales campaigns that have stimulated demand by suggesting new uses for the product?

Products in the food products class are especially desired.

WANK AND WANK

IT should always be remembered that food is different. Suggesting additional uses for mouse-traps, machine oil, eye-glasses, court-plaster, blueing, or monkey-wrenches, brightens one's day, stimulates the imagination and makes one's daily work more interesting by providing a partial substitute for it. But food is not so. The human appetite is fastidious. A candy that achieved success as a low-price package confectionery was a failure as a dessert when the maker attempted to put it into the kitchen. Millions of people probably use tea once a day, or at one meal. To attempt to persuade such people to drink it at two or three meals each day, might, if the attempt succeeded, surfeit their taste for tea and end in their abjuring it altogether.

"We proceed very cautiously in suggesting new uses for our product," one food manufacturer says, "especially in our display advertising to the consumer. In this matter it is altogether too easy to be misled by the writers of 'fan' letters. Female human nature is peculiar. Housekeepers buy a food product for the first time, try it, like it, become enthusiastic about it, and, carried away by enthusiasm, experiment with it and 'discover' new uses. They then write glowing letters about their discoveries, some of which are rather weird. Only once in a very long while do we receive a description of a use which is really new and really good. We are eager to learn of new uses, and invite housekeepers to tell us of them. We compile the best of them in

HIGH GRADE LITHOGRAPHIC SALESMEN

Wanted by March 1st

Two salesmen wanted to sell lithographic folders, booklets, inserts, etc., for an old established company having one of the most up-to-date lithographic plants in the Metropolitan district.

Straight salary basis. Applicants must be between 30-38 years of age.

Write for appointment giving business experience.

Address Box No. 222
care of PRINTERS' INK.

—WANTED—

Copy Writer With Sales Experience

A knowledge of investments, finance and economics will also be a big advantage.

The opening is with a company publishing "services" which furnish information of vital importance regarding securities and business conditions. These services are used by banks, investment houses, corporations and large individual investors. This company is the largest of its kind in the world. It employs 500 people. Some of its services are now used by all the largest financial institutions in the nation.

The man who takes this position will be expected to develop selling ideas, write sales letters, prepare direct-mail copy.

Salary—\$5,000 a year. No one will be considered who is now making less than \$4,000 a year.

Submit samples of your past work when you write us. They will be carefully handled and returned to you promptly.

Address
"J," Box 70, Printers' Ink

**Offices for May
In An Advertising
Building
Park-Lexington Bldg.
247 Park Ave.**

A SUITE of offices will be available May 1st. It is 50 x 77 feet in size and extends across the entire north end of the 7th floor, with three outside window frontages. Fully partitioned and adjoining elevator.

These offices were formerly used by Lord & Thomas, (who as Lord, Thomas & Logan will occupy entire 14th floor).

Inquire of Mr. Godfrey, Superintendent or

Spear & Co., Inc. Ashland 4200, 225 Fifth Avenue.

**COPY-WRITER
and
LAYOUT MAN**

Who can create and develop direct by mail sales literature. A fellow who can write clear, concise business English.

This man will act as assistant to copy chief, of representative Canadian printing organization. A real opportunity for a real man.

Give details in first letter as to salary, experience, age, etc.

**DAVIS-LISSON,
LIMITED**
Hamilton, Ont. Canada

a little booklet which accompanies our various products. But as for featuring in our consumer advertisements any uses but those which have been tested by time and are of a sort which most women do or could use, we could not afford to do it. Our advertising space is too valuable."

There are probably more advertising failures to be found in the history of food advertising than in the history of any other half dozen classifications, failures due to attempts at creating a demand for new but unpopular uses. However, there have been a number of shining successes. PRINTERS' INK and PRINTERS' INK MONTHLY have printed many articles describing sales and advertising campaigns in which the demand for new uses for food and other products has been stimulated. A list of such articles is available to those who are interested.—[Ed. PRINTERS' INK.]

**Candy Account to Emil
Brisacher and Staff**

The Alberta Candy Company, San Francisco, has appointed the San Francisco office of Emil Brisacher and Staff, advertising agency, to direct its advertising account. Pacific Coast newspapers will be used in an advertising campaign featuring this company's bulk, package and bar candies.

**Selected Oregon Newspapers to
Meet**

The Selected Oregon Newspapers, comprising sixteen newspapers of that State, will hold their semi-annual meeting on February 10 at Eugene, at the time of the State newspaper conference. These newspapers are sponsoring the compilation and publication of a book on Oregon as a market for merchandise.

**B. F. Forsyth with Diamond
Motor Parts Company**

Ben F. Forsyth has been made advertising and sales promotion manager of the Diamond Motor Parts Company, St. Cloud, Minn. He was formerly director of advertising service of the Bureau of Engraving, Minneapolis.

**C. B. Merritt, Director,
Madison, N. J., Trust Co.**

Carroll B. Merritt has been elected a director of the Madison Trust Company, Madison, N. J. He is general manager of Scribner's Magazine and Architecture, both of New York.



WITH the announcement of the purchase of the plant, leasehold and printing business of Rogers & Company, 20th Street and Calumet Avenue, Chicago, the Mead-Gréde Printing Company desires to make public an expression of thanks to clients and friends whose patronage has indirectly contributed to this expansion.

The purchase of this business is of particular significance in that the acquisition of these increased facilities will enable us to better serve not only our own clientele but the many faithful customers of Rogers & Company as well.

The interest, nationally, in our SPECTROPROCESS method of color printing has grown to a degree that demands greater production facilities.

The transfer of our business to a larger plant will assure advertisers, locally and nationally, improved service and a production schedule adequate to meet any demands. The high standard of quality and service of both companies will be rigidly maintained. The consolidation is complete and we are now on a full production basis.

A representative will be glad to call on any advertiser and explain in detail the many advantages of our SPECTROPROCESS method of color printing.

MEAD - GRÉDE
PRINTING
COMPANY

2001 CALUMET AVENUE · CHICAGO

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 135 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
and Secretary, J. I. ROMER. Vice-President,
R. W. L. LAWRENCE. Treasurer, DAVID MARCUS.
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,
M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

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Rexford Daniels

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Chicago: G. A. Nichols
D. M. Hubbard
Frederic W. Read
London: Thomas Russell

NEW YORK, FEBRUARY 2, 1928

Salesmen

May Pass

Not Sales-

manship

It would be fatally easy for advertising men to accept complacently the remarks of Fred W. Shibley, vice-president of the Bankers' Trust Company, on the decline and fall of the traveling salesman. Speaking before the Taylor Society, Mr. Shibley is reported to have declared that scientific management had "found the itinerant salesman wanting," and that it was aiming toward a future of "direct distribution to direct want."

Admittedly there is much that is appealing in Mr. Shibley's picture of a future distribution scheme in which market study, proper sales forecast, proper knowledge of merchandising, budgeted production and budgetary

control, all play their parts at the behest of skilled, experienced and intelligent management. Admittedly, also, the individual salesman has his individual shortcomings, weaknesses and human failings—wherein he remarkably resembles the individual banker, or, for that matter, the individual retailer, manufacturer, advertising man or management engineer.

But because—especially because advertising is often put forward, in prophecies such as these, as the all-sufficient substitute for personal salesmanship, it behooves advertising men to preserve enough humility to think clearly about them. "Direct distribution to direct want" will still require human beings to set its machinery in motion and to keep it running smoothly, and human beings, for many years to come, will still have a weakness for personal contacts with the other human beings with whom they do business.

It is primarily the business of the salesman to employ those personal contacts in the interests of efficiency in distribution. The salesman of 1938 will undoubtedly be a different person in many ways from the salesman of 1928; but so is the latter a step ahead of the 1918 salesman; and he in turn knew more, and used his knowledge better, than his brother of 1908. Year by year the salesman may be expected to understand his job more clearly, to discard obsolete methods and learn new ones; but that also is true of all the rest of us; and it is equally true of us all, the salesman included, that as far ahead as we can see, there will be a job for us to do.

Raw Material, the New Advertiser

Roger Babson, who for years has shown marked ability in selling his service as a diagnostician of business, has now diagnosed advertising. His diagnosis appears in a long article called "Worth Your Money" in *Collier's* of January 28.

In that article Mr. Babson plainly says that he speaks with the authority of one who has spent his own money for advertising with success to himself. A

general summary of his analysis might be: *No business of the future can achieve greatness without the use of advertising.*

That assertion is of considerable interest to all who are in the business of advertising. There is, however, in that article another assertion that is of more immediate interest to those whose income and profit depend upon the development of advertising. This particular assertion is concerned with the matter of advertising raw materials.

"At all times," says Mr. Babson, "advertising is important; but during an era of weak prices it is imperative. Nearly ten years have now elapsed since the peak of the post-war boom. During this period the broad trend of general commodity prices has been declining or weak—as was foretold by the experience of other wars. In a remarkable way this has divided all companies into money-makers and money-losers. Ten years of price weakness have brought success to the advertisers selling manufactured goods; but failure to non-advertiser's selling raw materials. Electrical equipment has done well; copper has done badly. The automobile has been extremely successful; steel less so." He then proceeds to summarize the record for a few leading groups, saying:

"Some lines which have risen above average in prosperity: Automobiles, most automobile accessories, electrical equipment, certain food products.

"Some lines which have fallen below average in depression: Copper, steel, most other metals, coal, oil, sugar, cloth, certain machinery, leather."

After making this summary, he declares:

"The lesson is unmistakable: the national advertisers are making the money. There is no reason why a raw material cannot be effectively advertised."

The raw material manufacturer has been a hard stumbling block for many years for those whose business it is to develop new advertisers. Many advertising agents have spent countless hours endeav-

oring to get raw material businesses to consider advertising. Their efforts have had such little success and there has been so much unexplored ground in the field of manufactured products that, in recent years, they have let the raw material manufacturer have his own way about advertising.

Mr. Babson's remark that "there is no reason why a raw material cannot be effectively advertised" throws the whole subject under the spotlight. It suggests that perhaps advertising agents might retrace their steps and now try to discover if raw material businesses have seen enough successes made through the use of advertising to make them desirous to find out whether it can be helpful in their businesses.

Overloading a Good Ol' Wagon

The questionnaire has proved itself a good ol' wagon. Now there are indications that it is being overloaded and being used for purposes other than those for which it is patently intended.

Recently a questionnaire went out to a list of 3,500 local advertisers. Its source was rather well camouflaged. The information sought was quite innocuous and obviously so unimportant that it could not form the basis for any valuable research. For that reason, advertisers receiving the questionnaire grew suspicious. A number of them called on PRINTERS' INK and the local Better Business Bureau for information before replying. Inquiry showed that the questionnaire was sent out as part of a scheme to compile a mailing list to be used as a basis of soliciting these advertisers. In other words, the questionnaire, while purporting to be part of a serious attempt to study advertising trends, was in reality quite a different thing.

Questionnaires of this type can scarcely fail of working to the detriment of all business. They are a nuisance and an imposition. The executive bothered with demands for inconsequential information coming from sources which

hide behind the smoke screen of a faked name and blind address will eventually resolve to ignore all questionnaires.

A large amount of helpful and interesting data has been gained through questionnaires in recent years. With a reasonable amount of self-imposed restraint among users of questionnaires, there is no reason why this method should not continue to be highly useful. It hardly needs to be stipulated here that there should be a legitimate and plausible purpose for every questionnaire circulated. The source should be free from fakery and subterfuge. Finally, a questionnaire should not be broadcast every time some need for information arises. The aims of legitimate business will be well served if the questionnaire which offers no apparent justification for itself and which proceeds from any but a responsible source receives the curt treatment that any impudent request should be given.

Labor Unions, New Style The old idea of a labor union as a fighting class unit will have to be revised in the light of recent developments. Such organizations have greatly expanded their original field of activity. The remarkable co-operation in the clothing field whereby the union takes its full share of responsibility, for production and distribution, is but one of many developments which were never foreseen by either the manufacturers or labor leaders of a short decade ago.

Labor unions have co-operated with manufacturers to cut down waste, to increase efficiency, to shorten the routes of distribution, to sell merchandise and have in many cases used labor union funds to advertise merchandise of their own.

The Bureau of Labor Statistics of the Department of Labor at Washington has recently begun a study in the various fields of activity which have been entered by the labor unions of the country.

The findings of the Department of Labor are to be published

in a series of surveys taking up various phases of union activities. It is to be hoped that the Department of Labor in this excellent plan will include a careful study of the part labor is playing in the distributing and selling end of business.

PRINTERS' INK has carried a score of articles on this subject in which the close relationship between advertising and continuity of employment has been conclusively demonstrated. Labor is greatly interested in this phase of American industry. The Department of Labor could do a great service to the country if it stimulated more unions and more manufacturers to think along the lines which were outlined by Secretary Davis in the article which he wrote for PRINTERS' INK under the date of March 24, 1927. The union has left its fighting, battling stage and has entered into a development which promises much for the future. Labor unions today are organizations of consumers. Our consuming power must be increased if we are to take care of increased production. Buying power is the thing to which advertising is, in the end, directed. The consumer is the destination of our advertised production.

With a constant unemployed total of 1,000,000 and another 3,500,000 employed only part time, all business men should be interested in surveys and suggestions which will turn more unproductive, potential consumers into actual users of the products our modern machinery and workers can turn out so quickly. There is no one thing more conducive to stabilized prosperity than workers who produce an increased quantity of goods, marketed intelligently, who are well paid for their labor and who are interested in how the goods they make are marketed. The more information manufacturers can have on the desire of labor to co-operate with management and capital for prosperity, the better the understanding there will be between these three most important elements in our national life.

THE ANSWER IS IN THE BACK OF THE BOOK

How can I tell my story to a national audience that is predominantly masculine?

How can I do this with minimum waste and at the lowest cost?

How can I be sure that the magazines that carry my announcements go to the centers where selling is liveliest?

The answer is in the back of any magazine that is in the powerful group comprising the ALL-FICTION FIELD. There you will find national advertisers, who make things for men, telling their stories to a predominantly masculine audience and assured that these magazines sell fastest in those places where modern merchandising methods are best perfected.

\$2,900 a page

All-Fiction Field

Magazines of Clean Fiction

NEW YORK CHICAGO BOSTON SAN FRANCISCO

Advertising Club News

Earl Lines, Chairman, Fifth District

Earl Lines, advertising director of the Leonard Refrigerator Company, Grand Rapids, Mich., was elected chairman of the Fifth District of the International Advertising Association, at its recent meeting at Grand Rapids. He succeeds A. H. Appling, of Cincinnati.

W. B. Newcomb, of the Anderson Newcomb Company, Huntington, W. Va., was made vice-chairman, and E. T. Corbett, director of direct-mail advertising of the National Cash Register Company, Dayton, Ohio, secretary-treasurer.

The activities of the first day of the convention were reported in last week's issue of *PRINTERS' INK*.

Walter A. Strong, publisher of the Chicago *Daily News* and chairman of the research bureau of the Association, spoke at the convention luncheon. In answer to criticism concerning the comprehensiveness of the five-year plan of the research bureau, Mr. Strong said that it takes vision and faith to appreciate any far-reaching program. He referred to the development of the Better Business Bureau and the Audit Bureau of Circulations as examples of progress far exceeding the original hopes.

Among the speakers on the second day of the convention, and their subjects, were A. H. Landwehr, president of the Holland Furnace Company, who spoke on "The Manufacturer"; Tom Jones, of the Tom Jones Sales Company, "The Retailer"; Frederick M. Feiker, managing director of the Associated Business Papers, "New Businesses"; Miss Dorothy Dignam, of the McJunkin Advertising Company, Inc., Chicago, "The Advertising Agency," and Professor W. D. Henderson, of the University of Michigan, "The Customer."

At this meeting the American Association of Manufacturers Using Premium Advertising was admitted as a departmental of the Advertising Commission.

Dayton, Ohio, was chosen as the next convention city.

* * *

The Better Business Bureau of Buffalo, N. Y., according to its annual report, received about 375 requests for information a month during the year just closed.



EARL LINES

Three Types of Thinking in Modern Business

There are three types of thinkers in modern business, the dreamer, the traditional thinker and the constructive thinker, said Lee Galloway, chairman of the board and editor-in-chief of the Ronald Press Company, New York, in a recent speech before the Advertising Club of Los Angeles. His subject was "Modern Tendencies in Business Thinking."

"Today much stress is being placed on the constructive thinker in all forms of business," he continued. "Industrial changes are occurring so rapidly that no business can play the part of the dreamer or traditional thinker solely. Where a modern invention will throw 100,000 men out of employment today, there will be another demand arising to employ these same workers tomorrow."

In order to compete in the business field, Mr. Galloway stated, consideration must be given, today, to trained intelligence, scientific methods, a public viewpoint, and efficient ethical standards of business practice.

* * *

Chicago Legion Post Re-Elects Officers

Robert P. Robinson, of Lord & Thomas and Logan, has been re-elected commander of Chicago Post No. 170 of the American Legion, an organization of advertising men. Other officers re-elected were: Thurlow Brewer, *Liberty*, first vice-commander; John T. Balkam, Pure Oil Company, second vice-commander; George Noee, Cone, Rothenburg & Noee, third vice-commander; Vernon D. Beatty, Williams & Cunningham, treasurer, and Charles Bellis, S. C. Beckwith Company, adjutant.

* * *

Buffalo Bureau Elects Committee Heads

Paul C. Fleer, president of J. N. Adam & Company, Inc., was elected chairman of the merchandise advisory committee of the Buffalo Better Business Bureau, at a recent meeting. I. C. Kantrowitz, president of Oppenheim, Collins & Company, was made chairman of the finance committee.

* * *

Denver Club to Raise Funds for Convention

The Advertising Club of Denver will hold an animated advertising ball on February 17. Proceeds from this event will be used to defray the expenses of the convention of the Eleventh District of the International Advertising Association to be held at that city on February 17 and 18.

Sincerity a Power Source for Advertising

"A lot of advertisers are paying for entertainment instead of salesmanship," said Irwin S. Rosenfels, advertising counsel, in a talk, given before last week's meeting of the Advertising Council of the Chicago Association of Commerce, on the ultimate business wisdom of those who believe in sincere advertising. And the big satisfaction for these believers, he said, comes in knowing that the majority of those who sail under the black flag will end as they began, glorious perhaps, but unsuccessful.

Mr. Rosenfels mentioned the series of articles that are running in *PRINTERS' INK* on the destructive nature of "super-advertising," and expressed the hope that such rough-handling on the part of the advertising press will help really to convince advertising men of the folly of exaggeration and false claims as a permanently productive advertising technique.

He feared, he said, that too many of those engaged in advertising consider such articles, descriptive as they must be, merely as good, slightly sensational reading matter rather than as the diagnosis of a very dangerous disease which threatens not only the individual advertiser or agent but the entire body of advertising.

* * *

Toledo Clubs Appoint School Advisory Committee

The Advertising Club of Toledo, Ohio, and the Women's Advertising Club of Toledo have appointed a university advisory committee to help plan advertising courses and to act as personal advisors to students wishing to consult with men and women in advertising in regard to possible positions and ways of progressing in advertising. The members of the committee are: Miss Esther Paris, Harriet Goodsite, Gypsie Bennett, and Arthur Mery, Karl Aschbacher and Thomas Almroth.

* * *

Directors of Advertising Affiliation Meet

The directors of the Advertising Affiliation, meeting recently at Rochester, N. Y., decided to hold the twenty-fifth convention of the Affiliation at that city on June 8 and 9. The topic of the convention will be "Meeting New Problems of Distribution."

Ludwig G. Meyer, president of the Affiliation and of the Advertising Club of Erie, presided at the meeting. Ernest A. Paviour has been elected chairman of the Rochester Ad Club Affiliation committee.

* * *

Los Angeles Club Golfing Dates Changed

The monthly golf tournaments of the Advertising Club of Los Angeles have been changed to the fourth Thursday of each month.

Cleveland Club Elects Division Heads

Paul Laferty, of the Union Trust Company, has been elected president of the direct-mail division of the Cleveland Advertising Club. L. W. Morlan, of the Abner Royce Company, was made vice-president, and E. J. Shirmay, of the Letter Specialty Company, secretary-treasurer.

Roy Shanks was recently made president of the speakers division, with Harry Dankworth, vice-president; P. W. McLean, secretary; and Clyde Pratt, treasurer.

Roy N. Schlick, of the W. R. Mathews Company, Cleveland advertising compositors, is scheduled to speak on "Typography" before the industrial division on February 3. On March 2 Dr. M. Luckeish, of Nela Park, General Electric Company, Cleveland, will discuss "Color and Light in Industrial Advertising."

* * *

Crosscup-Pishon and Boston Clubs Hold Joint Meeting

A joint meeting of the Crosscup-Pishon Post of the American Legion and the Boston City Club was held recently with members of the Advertising Club of Boston and the Lantern Club attending. There were about 500 members of the various clubs at the luncheon. The meeting was opened by Elias Field, first vice-president of the City Club, and then turned over to Commander Travers D. Carman of the Crosscup-Pishon Post.

* * *

Beaumont Clubs Hold "Ben Franklin Day"

"Ben Franklin Day" was celebrated at Beaumont, Texas, by a joint meeting of the Advertising Club of Beaumont, with the Master Printers and the Kiwanis Club. W. W. Watson, advertising manager of the Beaumont *Enterprise and Journal*, spoke on the career of Benjamin Franklin and his contribution to printing and publishing.

* * *

Portland Club Gives Student Membership

The Advertising Club of Portland, Oreg., will give courtesy student memberships to the managers of each of the high school publications in the city. The students will be selected by the principal of each school and will be permitted to come to the weekly meetings of the club.

* * *

Philadelphia Women's Club to Hold Leap Year Party

The Philadelphia Club of Advertising Women will hold a leap year dinner-dance on February 29. Martha P. Miner is general chairman of the committee in charge, with Florence M. Dart and Mabel Lux, co-chairmen of the entertainment and souvenir committee.

The Little Schoolmaster's Classroom

DEAR, dear! Another cherished American institution has felt the first blow of the iconoclastic crowbar. It was with profoundly painful feelings (which will undoubtedly be unanimously shared by the Class) that the Schoolmaster read the other day that the Brotherhood of Sleeping Car Porters has petitioned the Interstate Commerce Commission to order the Pullman Company to order the porters to accept no more tips.

That seems like rather a round-about means to an end; but those who wonder why the Brotherhood of Sleeping Car Porters does not merely pass a resolution by which all its members bind themselves to refuse all tips, and thus accomplish the same result without troubling either the Pullman Company or the Interstate Commerce Commission, betray the fact that their knowledge of human nature, still more of labor-union human nature, and particularly of Afro-American labor-union human nature, is inferior to that possessed by the Brotherhood of Sleeping Car Porters. It takes a mighty strong union to use as direct a method as that, and get away with it.

This particular item of news, however, has set the Schoolmaster to thinking about this whole complicated problem of the merchandising of personal service. There is, of course, no virtue in the Pullman Company's attempted disclaimer of interest in the tip question—it cannot be separated from the porters' wage question, nor, for that matter, from the rate question. In the long, long run all these things have to be settled by market value.

A porter's services are worth—how much? Well, they are worth something; something to the porter; something to the traveler. If they are worth more to the porter than they are to the traveler, the porter will go elsewhere than to the traveler to sell them. The

Pullman Company is the intermediary. It wraps the porter's services up in a bundle of (qualified) transportation comfort, which complete bundle is what it, in turn, has to sell to the traveler. The traveler can pay what it asks, or refuse to buy—in which case it is up to the Pullman Company to change its price or its business.

In its humble sphere, this problem of the Pullman porter, of finding and getting the fair market value of his services, from the traveling public direct or from the traveling public through the Pullman Company, is closely akin to the problem of the doctor or the lawyer in determining his fees, and collecting them.

Which is to say, that while we have made some progress in learning how to market shoes and tooth-paste and sealing-wax, and even have some inklings of the merchandising of relative intangibles like kilowatt-hour units of electrical energy, yet when it comes to the merchandising of the personal services of one human being to another, whether that service involves brushing his clothes, shining his shoes, setting food before him, removing his appendix or advising him on his business affairs—or writing advertising for him—we know woefully little about it.

* * *

It has long been the custom to hold up book publishers as poor merchandisers. It may be that such criticism is justified. The Schoolmaster does not feel qualified to pass on the merits of that situation.

He does feel, however, in view of the fact that there has been so much adverse comment on the merchandising ability of book publishers that book publishers who show unusual merchandising ideas should be commended. He believes that constructive comment does more good for all who are interested in merchandising than does the more easy form of destructive comment.

The unusual idea in book mer-



Realtors— America's Homebuilders

Real estate operators are building most of our new homes and apartments today—for sale to the public.

"We have been advertising to Realtors through the National Real Estate Journal for years. Our messages have been very helpful indeed to sell our equipment for modern homes. With Realtors doing a very large part of the residential building of the country your Journal goes to a receptive audience."

*Geo. J. Gaffney,
Kerner Incinerator Co.*

THE residential building market has changed. Building materials are sold in larger quantities to the operators who now control residential building.

Realtors use well known materials to help sell their homes, advertising them, talking about them. This merchandising plan was introduced to Realtors by the NATIONAL REAL ESTATE JOURNAL. The plan is selling building materials and the leading manufacturers are all using it successfully.

Use this plan to sell the new residential building market through the

**NATIONAL
REAL ESTATE
JOURNAL**

A. B. P.

A. B. C.

PORTER-BEDE-LANGTRY CORP., Publishers

139 N. Clark St.

Chicago, Ill.

A Four-Square Advertising Man

Experienced in contact, copy, merchandising, selling — will be available shortly. College degree, trade selling, retail advertising, small agency production, big agency account handling, selling, plan and merchandising. Interested only in a real opportunity where initiative, quick-thinking and thoroughness are needed and valued.

At 35, ready for the job of his life

Address "H," Box 229,
Printers' Ink

What do you offer?

I HAVE

Eleven years of practical experience to sell including advertising management—sales promotion — art direction and agency production — selling, planning and executing direct mail campaigns.

I AM

Male, white, married and keen for a congenial job of work.

I WANT

Full opportunity to prove my value to you. What do you offer? Address L, Box 80, P. I.

chandising which the Schoolmaster wants to bring to the attention of the Class is one that was put into action by Harper & Brothers for a new mystery novel, "The Old Dark House," by J. B. Priestley. The latter portion of the novel is sealed. It cannot be read without breaking that seal. The reader is cautioned against breaking that seal by this message:

WARNING

It will cost you \$2.00 to break this seal.

A Sporting Offer

If you can read this far and can resist the desire to know what happens next, return the book to your bookseller with this seal unbroken and your money will be refunded to you.

A special band that is wrapped around the usual paper jacket is used to get attention for this unusual guarantee, in addition to the seal.

* * *

For years, the American business man has been told in every conceivable manner of language that he must not neglect to cultivate the customers already on his books. This point continually has been expounded and explained because of the tendency to strike out for new fields and neglect the old. The pounding has not been without good effect.

* * *

Lately, the Schoolmaster has observed from a reading of British publications that this same point is one on which British business needs education. In a recent issue of a publication intended for grocers the Schoolmaster saw in a report of an address made by Sydney Walton before the Leicester Publicity Club, an exposition of this point that was as forceful and as telling as any which had ever come before him. For that reason and for the reason that American business needs to have this same theme

SUBSCRIPTIONS

Renewals, special offers, classified, etc. Highest percentage at less cost using Pallen's New Return "Cash-Order" Device

Write for Sample and Prices.

J. PALLEN & CO., Columbus, Ohio



Repetition

As regularly as the sun rises, WALRAVEN HEALTH Book COVERS tell your story.

A story that is remembered the longest is the one that is heard most often.

A message placed on Walraven Health Book Covers is carried into the homes of a community night after night, week after week, month after month for the entire school year. It is not likely to ever be forgotten.

[Information and samples will be furnished on request]

A. T. WALRAVEN BOOK COVER CO.
DALLAS CHICAGO

Feb. 2, 1928

Sales Manager

Thoroughly experienced in Sales Promotion and Advertising work desires connection with progressive manufacturing organization where ability to produce can be successfully demonstrated.

Capable of directing salesmen, preparing sales literature, handling sales correspondence or in general, promoting sales through direct by mail and personal contact methods.

Prefer connection with manufacturer of raw materials (metals, chemicals, etc.) selling to manufacturers, jobbers and dealers.

Particularly interested in building up small manufacturing concern.

Successful in present position. Substantial increase in business every year. Reasons for contemplating change will be given in letter.

Willing to accept position at moderate salary and prove ability. No objection to moving to any part of the country.

References, unquestionable. Record, clean and successful. Age 38. Married. Nationality, American. Scotch extraction. Elementary, High School, Preparatory School and University training.

Address "D," Box 226, care PRINTERS' INK.



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
607 Cassion Building : Cleveland, Ohio

continually explained, the Schoolmaster reprints this report from *The Grocer*, of London. The report reads:

Shops all over the country are full of ghosts—customers who have been killed by shopkeepers—clients who, having been to the shop once or twice, fade away, and, like the Cheshire cat, leave nothing but a grin behind them. I wonder how many shopkeepers reckon up how many customers they have killed, and endeavor to discover the reason for their deaths.

One of the things chiefly responsible for the slaughter of customers is argument. Never argue a customer in the wrong. If you want to argue, leave your shopkeeping and take up law or politics—or become a taxi-driver. The best bargain made by a shopkeeper is that which persuades the customer to come back—which, in fact, marries the customer to the shop. If there is one thing above another that kills customers, it is the attempt of the man behind the counter to score over them by smartness or cheap wit.

Customers should be treated as guests, and you should always laugh with them, not at them. Another pernicious and baneful weapon which kills its thousands is exaggeration. Never overestimate your goods—rather say a little less than might be said, and give the buyer the pleasure of finding them better than expected.

Two other influences tend to people your shops with ghosts. One is sourness and the other is indifference, which include discourtesy and inattention. All these are destructive agencies, and account for many failures in business.

Members of the Class who have house magazines which are written for their distributors would do well to reprint this British advice.

* * *

In a recent talk, B. H. Anglin, vice-president of the Indian Re-

Nation - Wide Sale of Lumber

in markets thousands of miles away from sawmills makes price quotations indispensable to manufacturers and dealers — over 12,000 lumbermen get theirs weekly from the

American Lumberman

Est. 1873 CHICAGO A. B. C.

LA PRENSA OF NEW YORK

Dominates the Hispanic Market

Rotogravure Supplement 8 Pages

EVERY SATURDAY

Commencing March 3

Make Your Reservations Early

*LA PRENSA accepts business only from principals
or their recognized agents.*

MEMBER OF
A. B. C., A. N. P. A., P. A. of N. Y. C.
ASSOCIATED PRESS SERVICE

WRITE, WIRE or PHONE

ROE-STEVENS COMPANY

(SOLE NATIONAL REPRESENTATIVES)

11 WEST 42 ST., NEW YORK

Tel. LONGACRE 6109

or

LA PRENSA

245 CANAL ST., NEW YORK

Tel. CANAL 1200

A SEASONED SALES EXECUTIVE

seeks a new, better and final connection! Eighteen years sales experience including General Insurance, Financial Advertising and Specialties; the latter for past four years to the Hardware Trade and Department Stores. At present profitably engaged. Age 38, married, a Protestant gentleman of refined manner and appearance. A dependable, experienced executive qualified as SALES MANAGER (this has been his connection with his present Company) or as BRANCH MANAGER in this territory; or with an ADVERTISING AGENCY to which he would bring a valuable experience in the marketing of a Specialty through the Hardware and House-furnishing trade. Location, New York City or vicinity.

Address "E." Box 228, Printers' Ink

A Writer — Advertising Manager

A writer of copy, publicity and business articles, a house organ editor, direct mail man and advertising manager of wide experience—seeks genuine opportunity with progressive organization.

Familiar with printing practice, production, departmental organization and budgetary control.

Twenty-eight years old, college trained. Knows value of facts and common sense. Permanency and future possibilities of primary interest. Address "M." Box 81, P. I.

Experience in an Agency and Actual Outside Selling Also.

This combination is offered by a young man, not afraid of responsibility, who seeks job as assistant to busy executive. College degree, married, available soon. Address "Y," Box 223, Printers' Ink.

Some Agency May Want

A young copy and account man with 4A experience and good background. Seeks congenial connection with good chance for development. Writes forceful, productive copy. Familiar with production and account work. Age 26—college education. Old American Stock. Moderate salary. Opportunity for personal talk desired. Address C. Box 227, Printers' Ink.

fining Company, made the following significant comment:

"While in many of the details of petroleum marketing the organization with which I am connected is open to the same criticism of method as the petroleum marketing industry in general, we can, in all sincerity, say that we have relegated volume to its proper place in our scale of operations, and have probably devoted more time and study to increased efficiency of operation than any other petroleum marketing organization with which I am acquainted. Briefly, in a comparatively short period of time, we have withdrawn our station marketing undertakings from some fifteen States, confining our direct marketing to the States of Indiana, Michigan, Illinois, Ohio, and Kentucky, with the result that we have greatly improved the ratio of business done to dollar investment and actually increased our volume and, at the same time, reduced our marketing operating expense for one year \$957,857.85."

Need the Schoolmaster add anything more than the very obvious remark that many manufacturers who are complaining about profitless prosperity might find in the principle of selling only to profitable markets, a solution to their problems?

Georgia Press to Hold First Institute

The first Georgia Press Institute will be held at Macon from February 15 to 18. There will be classes in journalism and advertising. Miss Emily Woodward, publisher of the Vienna, Ga., News, and head of the Georgia Press Association, will preside.

Multigraph Ribbons Re-inked



process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.
57 Murray St., New York City

"GIBBONS knows CANADA"

TORONTO

HAMILTON

MONTRÉAL

LONDON, ENGL.

WINNIPEG

I. T. GIBBONS Limited, Advertising Agents

Hoover Heads Committee to Study Business Trends

A committee of business men and economists has been appointed by Herbert Hoover, Secretary of Commerce, to supervise an inquiry into the changes in economic currents in this country. Mr. Hoover will be chairman of this committee, which will receive the cooperation of the Department of Commerce. The Bureau of Economic Research, New York, will do the fact-determining work of the survey.

A statement issued by Mr. Hoover reads in part, "It is proposed to determine fact with regard to such questions as the shifts in employment; changes in methods of production in industry, agriculture and distribution; shifts in relative price levels and profits, movements in the business cycle, shifts in standards of living, foreign trade and foreign credits and other allied subjects which bear upon an understanding of the general business situation of the country."

New Accounts for Hicks Agency

The Sig. Woliner Company, Inc., maker of "Madame Annette" gowns, and the Adolph Bruck Company, Inc., importer of French gowns, both of New York, have appointed the Hicks Advertising Agency, Inc., New York advertising agency, to direct their advertising accounts.

Made a Director of Willard S. Oley Company

Emil M. Scholz, president of the World Wide Advertising Corporation, New York, has been elected a director in the Willard S. Oley Company, manufacturer of leather novelties, New York.

Philadelphia Office for Fred Kimball, Inc.

Fred Kimball, Inc., publishers' representative, has opened an office at Philadelphia. J. J. Alleva has been appointed resident manager of the new office.

no ordinary girl—this

Are you a banker, broker, manufacturer, advertising executive, lawyer, merchant, politician or statesman?

Give this young woman three months' personal contact with your affairs—then play golf, indulge your pet hobby—take your leisure as you will, with a free mind.

She will lift the details off your shoulders patiently, efficiently, effectively and diplomatically.

Young, trim, clear-headed with a steel-trap mind and experience with men who count. Give her five minutes to sell herself to you.

Address "B," Box 225, Printers' Ink.

Sales

Here's a man; 34, who knows sales promotion. A success as a personal salesman, his good work with salesmen and customers is fact. He knows the planning and buying of direct mail, sales helps, and advertising. Let me tell you more about him. "Z," Box 224, Printers' Ink.

PUBLISHER WANTED

An established, growing and paying EDUCATIONAL PUBLICATION wishes to connect with publisher, will share profits or sell interests. Address "V," Box 221, Printers' Ink.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Eighth Year.

Brockton Daily Enterprise

Printing 24,000 Daily

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line.

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Feb. 2, 1928

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Owner of Magazine with mass appeal, demonstrated subscription sensation; will make irresistible sale, partnership or consolidation proposition to group publisher. Box 715, Printers' Ink.

The services of an established and successful organization of advertising representatives are available to the publisher of a class or trade journal desiring competent Eastern representation. Box 729, P. I.

ADVERTISING REPRESENTATIVE in New York, Chicago, Boston, Cleveland can add small rapidly growing home magazine to his list on liberal commission. Box 714, Printers' Ink.

WANTED

Six magazines, circulations 50,000 or less monthly, of potential worth, but handicapped by lack of money, to talk co-operative finance arrangement. Address Box 705, Printers' Ink.

PUBLICATION WANTED

by medium-sized printing plant equipped for publication work. High-class workmanship. Let us give you a bid. Box 706, P. I.

HELP WANTED

Assistant Space Buyer

and Estimate Clerk for New York Agency. Salary, experience and religion. Box 732, Printers' Ink.

INDUSTRIAL monthly in third year wants ambitious space-seller able and free to give part time on liberal commission basis. Chance to build excellent future. Write.

PSYCHOLOGICAL LABORATORY
HAMILTON, N. Y.

ADVERTISING SOLICITOR on well-established monthly publication for the East; one familiar with the chemical industry and experienced in selling trade paper advertising to chemical and apparatus manufacturers. Address in full confidence, stating education, experience, amount and form of compensation desired. Address Box 736, Printers' Ink.

Process Color Plate Salesman with an established following, (preferably Advertising Agency contacts) will be added to the selling force of a strictly first class and well known color plate House.

This is a big opportunity for a man feeling the need of adequate support in quality, service and right prices. A liberal arrangement will be made and all replies held in strict confidence. Answer fully. Box 722, Printers' Ink.

ADVERTISING WRITER who thoroughly understands preparation of bank and financial advertisements; must have knowledge of printing, laying out of advertisements and handling engravings. Write, giving full particulars to Box 733, Printers' Ink.

Advertising Salesman—to sell space of quarterly publication. Trade paper or directory experience and ability to write good copy essential. Splendid opportunity offered a producer seeking a permanent connection. Suite 430, 165 Broadway, New York City.

ADVERTISING ASSISTANT

Young man under 25 for dealers' service dept of national advertiser. Ability to lay out, write and produce direct-mail essential. Unusual opening for one who is not beyond doing some of the meaner tasks of advertising. Box 717, P. I.

Lithograph Artist with commercial experience, for Crayon and Ben Day work on zinc plates.

Water Color Sketch Artist for figure work and lettering. Experience in poster work and original designing. Pleasant working conditions. No labor troubles. Write The John Igelstrom Company, Massillon, Ohio.

We want to get in touch with a man who is now successfully employed as an advertising solicitor on one of New York's society magazines. He must be in a position to quickly show his value to us by getting accounts for a publication of extraordinary merit. He can manage the department and fix his own salary if he makes good. All communications will be held in the strictest confidence. Box 709, Printers' Ink.

ADVERTISING SALESMAN—A very unusual opening for a young advertising man to have entire charge of advertising solicitation for an established local monthly publication in Westchester County. Salary and Commission. A young man, age 20 to 30, who can write personal, "Me to You" copy, and enjoys selling advertising. We will try as hard as you will to make you successful. Personality figures considerably. Unlimited opportunity for advancement with a rapidly expanding business. Address Box 710, Printers' Ink.

Copy Writer—age 28 to 35, with few years' copy experience in agency or advertising department of large organization—who desires permanent connection with large telephone company operating in five states. Newspaper reporting experience an asset. Must be capable of producing interesting copy for newspaper advertisements, booklets, posters, etc. Write full particulars regarding education, experience and salary expected, accompanied by photograph, to Advertising Manager, Northwestern Bell Telephone Company, Omaha, Nebraska.

Circulation Manager for seven insurance periodicals—largest insurance publishing house in the world. Address, stating experience, age, etc., with salary expected. National Underwriter Company, 420 East 4th Street, Cincinnati, Ohio.

MISCELLANEOUS

STAR KEE STEREOTYPING MATS are standard for making stereotyping plates. Instantaneous service. Job size, 12x15; newspaper, 20x24. They are shipped cured, ready for use.
WHITEFIELD PAPER WORKS, INC.

12 Vestry Street, New York City

SAVE MONEY

on your printing. Get our prices on any size job or any color before you order elsewhere. Answer this advertisement and get *FREE* a memorandum book with your name on it. The C. W. Knowles Co., Cincinnati, O.

MAIL-ORDER MEN AND MANUFACTURERS—Use money bringing advertising verse to advertise your goods or product. I am an expert at writing it. Terms reasonable. Send stamp for particulars and samples of my work. Address Frank H. Gibson, 1839 Cabot Street, Philadelphia, Pa.

POSITIONS WANTED

Copy and Layout Artist—Now in New York Agency. Makes clean-cut, finished layouts. Twelve years' experience. Sales and dealer problems understood. References. Box 703, Printers' Ink.

EDITOR—eight years' business publications; daily, weekly, monthly; managing editor six years; feature writer; trade, financial, catalogue and publicity experience. Box 704, Printers' Ink.

Sales Promotion Man—with the emphasis on the sales—now well connected, seeks more opportunity. 9 years with national advertisers. 30, married, college man. \$4500. Box 731, P. I.

Advertising Representative 33 years of age, broad merchandising knowledge valuable selling contacts gained in eleven years' experience primarily in automotive fields available for Eastern territory. Box 719, P. I.

PRODUCTION

man available for agency, advertiser or publisher, experienced, age 31, married. Salary secondary to opportunity. Box 708, Printers' Ink.

YOUNG WOMAN COPY WRITER—Five years' copy and contact experience—agency, retail, and direct mail. Excellent record. New York only. Box 712, Printers' Ink.

A MAN WITH IDEAS

and good ones, for a trade publication. Art director. Excel in cartoons, layouts, lettering, design, typography. Original ideas for window display department. (N.Y. or vicinity.) Write, Box 724, P. I.

Advertising Solicitor

7 years' experience with magazine and newspapers. Excellent record, education and personality. Desires to represent Publisher in the Chicago market. Age 30, married. Box 735, P. I., Chicago Office.

ART - ADVERTISING—Assistant on copy, layout and art. Will start at bottom. Possess initiative and ideas. Have secretarial and sales experience. Opportunity essential! Box 727, P. I.

YOUNG WOMAN—Editorial position on trade or business paper or related work. Experienced in all branches from make-up to writing articles, etc. Part time considered. Box 713, Printers' Ink.

ARTIST

Five years' experience in lettering, layout and design, wishes to connect with advertising agency, art service, or printing concern. Box 716, Printers' Ink.

LETTER SPECIALIST

will write sales or collection letters for you and guarantee results. Send full information with first letter to B. Lewis, 5200 S. Parkway, Chicago.

Publicity Woman

experienced, news, pictures, radio, wants part-time connections. Best references. Box 728, Printers' Ink.

LAYOUTS THAT COMMAND ATTENTION, Copy that convinces; free-lance basis. Eight years' experience. Publication advertisements, direct mail, catalogs, etc. Reasonable rates. Samples. Box 707, P. I.

Young Copy Writer

seeks position where 8 years of diversified writing experience can be put to most practical use. Box 726, P. I.

Young trade paper editor

experienced in sales promotion and publicity, as well as trade journalism. Seeks connection. Box 725, Printers' Ink.

Helpful Man for a Growing Agency. (N.Y.C.) Art and production manager. 10 years' experience. Thorough knowledge engraving, printing, typography. Makes excellent layouts. Good ideas. Box 723, Printers' Ink.

Attention, Advertising Agencies: Expert PROOFREADER on agency work. Good education; thorough knowledge of modern typography; 15 years' experience; now employed. Familiar with all kinds of ad-reading. Keen sense of responsibility. Salary \$75 per week. Box 718, P. I.

PRODUCTION MAN — ARTIST

General art and layout; 12 years' experience working in all mediums for reproduction; specializing in color work; also considerable advertising and sales experience. Go anywhere. West preferred. Box 711, Printers' Ink, St. Louis.

SOME AGENCY is looking for this copy writer-correspondent, who has studied the market, product design, advertising, selling and distribution of a nationally advertised article; he likes people and "talks" to them as individuals, showing how the product will help them. Box 730, Printers' Ink.

Electrical Sales—Young non-technical copy writer who knows the electrical field will leave present advertising and sales promotion job for better position as assistant to account executive, assistant advertising manager, or trade paper executive. College graduate, Protestant, age 25; now earning \$3500. Box 721, P. I.

Table of Contents

Nine Ways to Answer "Your Price Is Too High"	
W. L. BARNHART, Resident Vice-President, National Surety Company....	3
6 Per Cent—Not Business Vanity	
HOMER GUCK, Vice-President, Union Trust Company, Detroit.....	10
"Our Dealers Are Fully Equipped to Service Our Products"	
ELLIS PARKER BUTLER	17
Wanted: A Nursemaid for the Careless Buyer.	
.....	25
The Audit Bureau Explains Itself.	
.....	28
Advertisers Suggest Change in Harvard Award Methods.	
.....	33
"And a Happy New Year, Mr. Freedman"	
JEROME V. LEARY, Hyatt Bearings Division, General Motors Corporation..	41
Investment Bankers Not Opposed to Blue Sky Laws.	
.....	44
We Need Statistics on Acute, Not Chronic, Unemployment	
CHESTER M. WRIGHT, of the American Federation of Labor.....	49
Is "Trading Up" Good Business?	
An Interview with RAYMOND H. STORM, Vice-President, McCampbell & Company	57
"Eminent Scientists Say and Our Own Conclusive Tests Prove—"	
C. B. LARRABEE	65
The Chain Store and the Manufacturer Are Not Enemies	
SIDNEY RABINOVITZ, General Manager, Economy Stores Corporation.....	81
Our Salesmen Keep Up Our Mailing List	
L. L. MILLER, JR., Advertising Manager, The Tropical Paint & Oil Co... .	88
The Public Utility as a Retailer	
HARRY MERRILL HITCHCOCK	92
What Can the Advertising Agency Do for the Non-Advertiser?	
RAYMOND HAWLEY, Vice-President, The Metropolitan Body Company....	102
Mr. Little Presents Himself as an Advertisement	
A. E. LITTLE, Advertising Manager, The Thew Shovel Company.....	113
Turning the Slow Payer into a Discount	
H. A. DOHARE, Correspondence Supervisor, Eline's, Inc.....	121
When Competition Is a Benefit	
.....	124
How Much Are Brains Worth?	
.....	130
Why the Government Should Legalize Price-Maintenance	
HON. M. CLYDE KELLY, Member of the House of Representatives.....	137
Saving the Whole World's Surface	
WILLIAM R. McCOME, Business Manager, Save the Surface Campaign..	148
How Much Misspelling Is Enough for Trade-Mark Registration?	
.....	152
Focusing the Reader's Eyes on the Product	
BY A COMMERCIAL ART MANAGER	157
The Human Engineer—A New Title for the Ad Man	
CHARLES R. WIERS	169
Editorials	
Salesmen May Pass—Not Salesmanship — Raw Material, the New Advertiser — Overloading a Good Ol' Wagon — Labor Unions, New Style.	190
The Little Schoolmaster's Classroom	
.....	196

CONSTRUCTIVE

MOT a few, but many, of the clients of McJunkin Advertising Company now investing impressive sums in publicity commenced advertising under its direction upon a very modest scale. Each year, at a direct immediate loss to itself, the agency contributes to the development of advertising by starting a limited number of selected concerns in their first advertising experiment. The success of these experiments contributes a due share to the notable record of McJunkin Advertising Company for long retention of accounts—a record which in itself proves a high quality of service.

McJUNKIN ADVERTISING COMPANY
228 North LaSalle Street at Wacker Drive
CHICAGO

SUPREME IN CHICAGO

IN

1.—“*Women's Clothing Advertising*”!

LOCAL, National or total! . . . six days against six . . . seven against seven, from any angle The Tribune is the unrivalled medium for selling women's clothing in Chicago!

During 1927 all Chicago newspapers carried 2,246,218 lines of “Women's Clothing” advertising. Of this total The Chicago Tribune printed 1,089,850 lines—nearly as much as all other Chicago papers combined!

Go right down the list! In practically every main classification—and in Local, National, Classified and Total, The Tribune is “Supreme in Chicago”!

HEB 24 '28

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

December circulation 775,044 daily—1,152,481 Sunday